



Twinning Project AZ/15/ENP/OT/35

Support to the Ministry of Culture and Tourism of the Republic
of Azerbaijan for the modernization of its policy and
management system in the culture sector

Component 2 – Institutional Development of cultural heritage management

Activity 5.3: Setting up integrated territorial management plans for MCT's Regional Culture and Tourism Departments

Ismayilli Regional Culture and Tourism Department Integrated Management Plan



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Foreword

The document analyses the cultural and touristic potential of the Ismayilli Regional Culture and Tourism Department, in order to set-up an integrated management plan of its cultural resources structured according to the most updated international addresses for governing culture and, namely, to the cultural-touristic districts model.

After a description of the investigation area (Chap.1), the plan includes (Chap.2) a deep analysis of the current situation (with specific reference to the cultural and natural heritage, traditional arts and crafts, food productions and tourism sectors), of the positioning of Azerbaijan in the international networks of cultural tourism development programs (Chap.3), and a synthetic evaluation of the potential key attractors and related development opportunities for the Department (Chap.4). The following parts (Chap. 5) addresses the governance improvement question, and a detail of objectives and actions to be implemented. Specific reference is given to the definition of measures to operate in relation to: accessibility and welcoming; cultural offer and reputation of the area; communication and capacity building. In addition, a specific deepening on the setting-up of cultural routes and thematic itineraries, of the main interested targets and of job creation opportunities for the area, are described. Indications on the monitoring and follow-up complete the plan.

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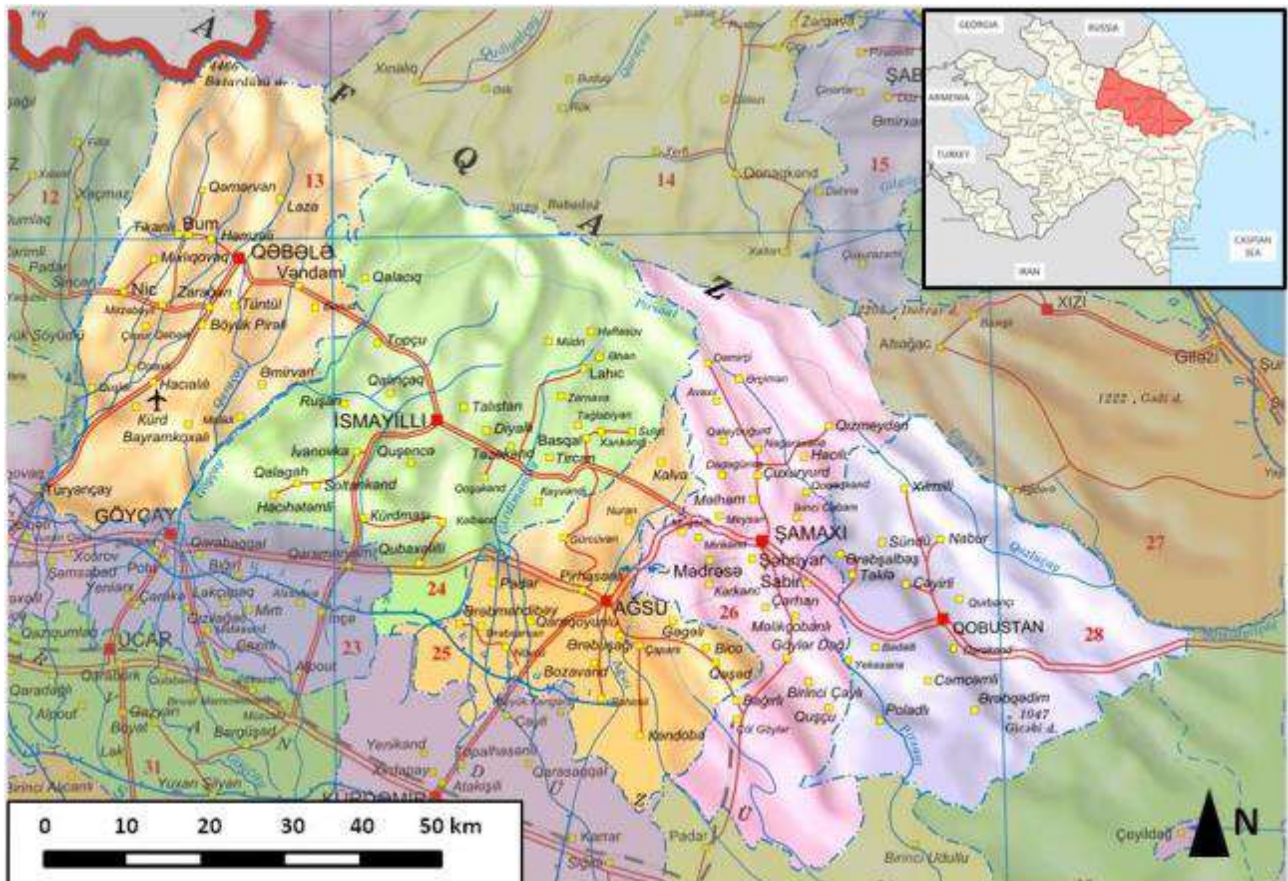
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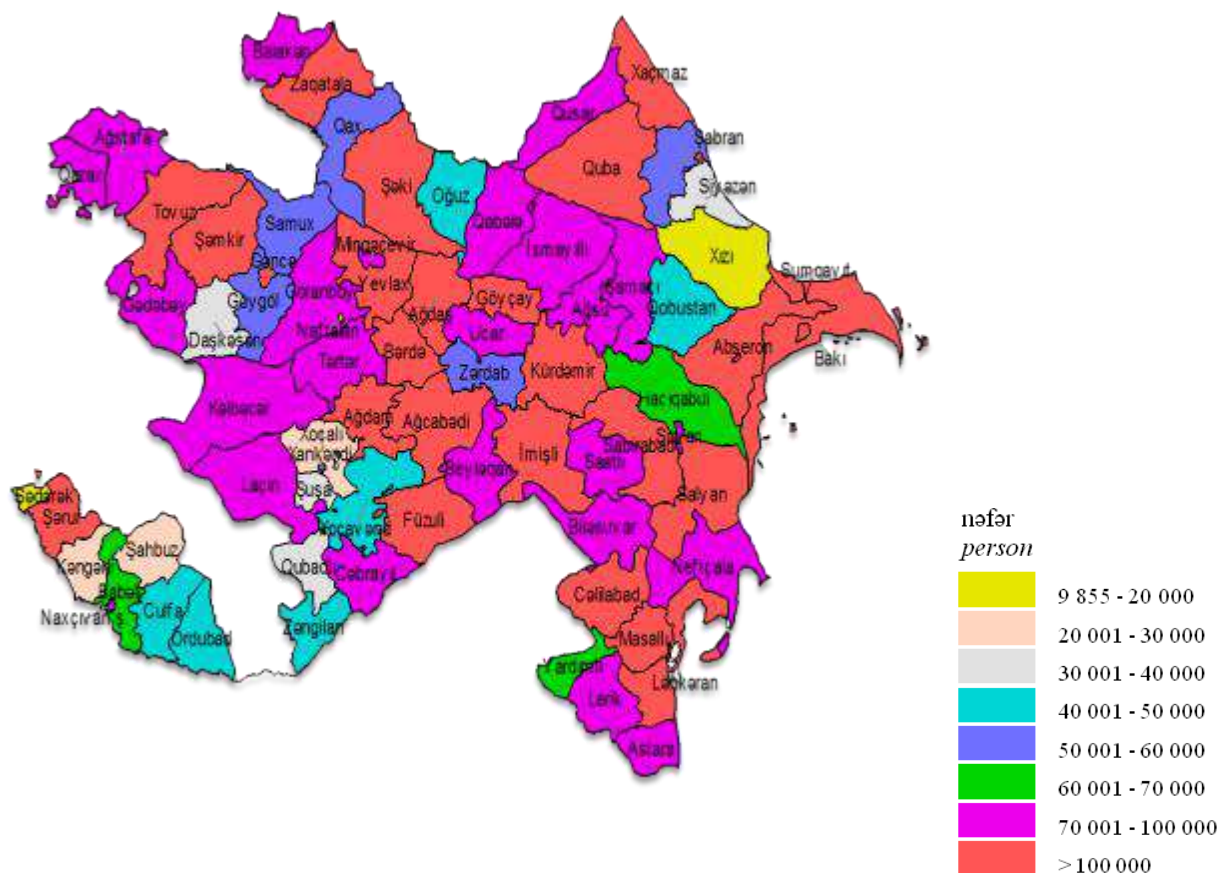
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1. INTRODUCTION

1.1 Description

The territory of Ismayilli Regional Culture and Tourism Department is 7.680 sq. km., its population amounted to 405.500 people at the beginning of 2016 (according to 2009 census the population was 375.300), a relatively high population density in comparison with other regions (see the table below). The population of the region is the 4% of the total national population: considering the concentration of population in Baku district (4 million people) this amount grows to the 7%.





Number of Azerbaijani population per district

Economic and administrative regions and towns (2015, January)	N inhabitants (thsd. Persons)	N inhabitants in Baku
Ismayilli MCT Department (Total)	405.500	2.204.200
Gabala region	101.500	
Gobustan region	44.000	
Ismayilly region	84.000	
Aghsu region	76.300	
Shamakhy region	99.700	

Ismayilli Department covers an area *on the southern slopes of the Great Caucasus*, part of the historic eastern Caucasic region Shirvan (Shemakha). The whole territory of the North Azerbaijan was a part of Caucasian Albania in the VI century BC, and Gabala (Kabbalah) was the capital of Caucasian Albania for 600 years.

Later, the area was crossed by a stretch of the ancient Silk Road linking Europe with Asia. For centuries, business opportunities promoted the growth of characteristic handicrafts in the region. Especially Shamakhi was a major commercial centre exporting silk, carpets and rugs. The city was royal seat of the Shirvanshahs (9th to 15th centuries), and since 1805 the capital of the Shamakhi Governorate of the Russian Empire until the devastating earthquake of 1859, when the capital was transferred to Baku and its importance declined. The village of Lahij is also a notable place in

Azerbaijan, with its authentic handicrafts traditions: copper craftsmanship of Lahij has been inscribed on the Representative List of the Intangible Cultural Heritage of Humanity in 2015.

The region shows a wide spectrum of landscaping and climatic zones, *wooded hills, vineyards, mountain pastures, snowy peaks*: so, natural climatic conditions create opportunities for the development of both summer and winter tourism. In the region, there is a ski complex with about 17 km of ski slopes, an artificial snow plant and a five-star hotel – the *Qafqaz Tufandag Mountain Resort Hotel* – opened in 2015. The highest mountain peak of the Republic, Mount Bazarduzu (4,466 meters) is situated north of Gabala, and there are numerous picturesque villages. The eastern part of the region (Gobustan) has peculiar features such as ravines, gullies, canyons (the word “Gobu” in Azerbaijani means “ravine”).

Finally, the region is characterized by deep roots of multiculturalism, and a rich tradition of folk art. The town of Nij, located forty kilometers south west of Gabala, is still a settlement of Udi people, that played an important role in the creation of the State of Caucasian Albania in the IV-III Centuries B.C.; in the Ivanovka village (Ismayilli district) live Molokan descendants resettled here from Russia, still living according to their own traditions.

1.2 Institutional context

The *Culture Concept of the Republic of Azerbaijan* and *Law on Culture* of the Republic of Azerbaijan assume the broadest current definition of cultural heritage: movable and immovable, tangible and intangible, literary, archaeological, artistic, architectural, natural, handicraft, folklore, music, food and gastronomy, living traditions, festivals. The culture sector of Azerbaijan is characterized by a centralized management system with the Ministry of Culture and Tourism (MCT) as leading institution.

The most relevant local authorities in Azerbaijan are city and district’s Executive Powers, led by a chief appointed by the President. Thus, Municipalities, led by elected mayors are present and have different competences.

Following the Order of the President of the Republic dated on 29 March 2016 on *Upgrading organizational structure of the Ministry of Culture and Tourism of the Republic of Azerbaijan* the decision to upgrade the organizational structure of the Ministry of Culture and Tourism was taken in conformity with the *Culture Concept of the Republic of Azerbaijan* (Order no.273 on February 14, 2014). On the base of this Order:

- a) Baku City Main Department of Culture and Tourism has been established in place of Baku City Culture and Tourism Department.
- b) the 84 culture and tourism departments and offices of MCT have been grouped and reduced to 15 Regional Culture and Tourism Department as follows:
 - 1) **Sumgayit** (former offices of Sumgayit city, Absheron, Khizi, Zangilan, Qubadli and Shusha regions)
 - 2) **Khachmaz** (former offices of Khachmaz, Quba, Qusar, Shabran and Siyazan regions)
 - 3) **Ismayilli** (former offices of Ismayilli, Aghsu, Shamakhi, Gobustan and Qabala regions)
 - 4) **Shaki** (former offices of Shaki city, Oghuz, Qakh, Zaqatala and Balaken regions)

- 5) **Kurdamir** (former offices of Kurdamir, Imishli, Fuzuli, Beylagan and Khocavand regions)
- 6) **Aghstafa** (former offices of Aghstafa, Kazakh and Tovuz regions)
- 7) **Shamkir** (former offices of Shamkir, Goygol, Gadabay and Dashkesen regions)
- 8) **Ganja** (former offices of Ganja and Naftalan cities, Samukh, Goranboy, Kalbajar and Khojali regions)
- 9) **Barda** (former offices of Yevlakh and Mingachavir cities, Barda and Tartar regions)
- 10) **Aghjabadi** (former offices of Aghjabadi, Aghdam and Lachin regions)
- 11) **Aghdash** (former offices of Aghdash, Ujar, Zardab and Goychay regions)
- 12) **Sabirabad** (former offices of Shirvan city, Sabirabad, Saatli and Hajigabul regions)
- 13) **Bilasuvar** (former offices of Bilasuvar, Salyan, Neftchala and Jabrayil regions)
- 14) **Masalli** (former offices of Masalli, Yardimli and Jalilabad regions)
- 15) **Lankaran** (former offices of Lankaran city, Astara and Lerik regions)

Differently from the past situation, now Regional Culture and Tourism Departments of MCT are solely under the balance and subordination of ministry. Financing by the local executive powers was suspended according to the Decree of President dated on March 29, 2016. In this regard, two amendments are adopted on the Statute of Local Executive Power bodies: 1) Now the heads of Regional Culture and Tourism Departments are appointed and or dismissed by the Minister (in the past it was within the joint consent of the Minister and the Chief of local executive authority). 2) Now the protection of cultural and historical monuments in the districts are provided jointly by local executive power body and the Ministry of Culture and Tourism (their involvement should be interpreted as the support for the Ministry).

Competences of Regional Culture and Tourism Departments are defined in their statutes confirmed by the decision of the Ministry (26 December 2016, N°9). Current competences for different task are as follows:

- Museums

Regional Departments are responsible for coordinating and supervising the museums situated in their territory as well as protecting, promoting and enriching their collection. Director (with permission of the Ministry) and staff of the museum are appointed/dismissed by the head of the Regional Department.

- Protection of historical and cultural monuments

In the statutes, departments' competences related to protection of monuments have not been defined. This task is mainly carried out by the *State Service of Cultural Heritage Conservation, Development and Rehabilitation under the Ministry of Culture and Tourism of the Republic of Azerbaijan* with the help of monument guardians.

- Urban planning

In the Status, departments' competences related to urban planning have not been defined.

- Tourism management

Competences of the Departments in the field of tourism management are as follows:

- to participate in preparation of programs to improve international and domestic tourism, development of tourism industry and infrastructure, attracting investments for rendering new tourism services in the area
- to assist the preparation of various printed materials to advertise local tourism in domestic and international market
- to coordinate the work of tourism information centers located in the regions and to prepare plan of actions together with them
- to participate in preparation of tourism development strategy of the region
- to represent the region in tourism exhibitions
- to organize information/press tours in the region
- to participate in the creation of the brand of the region
- to maximize the use of historical, cultural and natural heritage of the region for tourism purposes, to promote local cultural and historical heritage, cultural values
- to participate in the preparation of tourist routes together with the relevant Departments of the Ministry (and with the Ministry of Ecology and Natural Resources)

1.3. References to EU-funded Twinning project "*Strengthening the capacity of the Department of Tourism in the Ministry of Culture and Tourism of the Republic of Azerbaijan*" AZ12/ENP-PCA/OT/22 (2013-2015)

The report *Marketing Strategy for Yourism 2014-2017*, drafted in 2014 in the framework of the above Twinning Project, set logic, strategies and objectives of the sector in Azerbaijan in the next period.

The main objectives for tourism sector in Azerbaijan have been identified in the following actions:

- **visibility:** to increase the number of visitors, length of stay and expenditure of visitors to Azerbaijan by raising its profile as a destination in key markets This objective, among other actions, requires Azerbaijan to create cultural and activity products, develop an events program that offers visitors plenty things to do, improve tourist retailing
- **accessibility:** to improve access by boosting air carrier services (capacity), improving internal connectivity, and removing visa restrictions
- **seasonality:** to reduce seasonality by increasing the proportion of tourism arriving between October and March.
- **partnership:** to maximise marketing efficacy by working in closer partnership with the industry.

The present integrated management plan is in line with goals and actions set in the 2014 document, based on the logical framework of relationship between culture and tourism.

Furthermore, the project included, among the most important tourist sites in Azerbaijan, some sites in the district identified as pilot territory, such as Lahij and Shaki (for crafts) and Shahdag for skiing and mountain tourism and identified key activities such as skiing, special events like festival, wine tasting, carpet viewing, silk buying in Sheki or visiting the last functional Collective Farm in Ivanovka, that could be carried out in Ismaylli district.

These indications, including the short and medium-term objectives outlined in the conclusions of the work, are hereafter carefully considered so complying with the work already accomplished.

With respect to the general objectives, solutions will be proposed that can help in the development of:

- **visibility**, through the creation or valorization of cultural activities and products, to the development and promotion of the rich program of events already existing, and also linking them with those of Baku, and by identifying solutions that can lead tourists to become also buyers of the most significant typical products in the cultural field.
- **accessibility**, with particular attention to the infrastructure needed to reach and visit cultural sites
- **seasonality**, as cultural tourism is one of the tools to reduce seasonality.
- **partnership**, indicating some strategic guidelines of collaboration with the cultural and creative industries.

2. Situational analysis

2.1. Natural heritage

2.1.1 Specially Protected Nature Areas

The *Shahdag National Park* (one out of 9 National level Parks; established 2006, 130,508 ha) is the largest natural complex of Azerbaijan. On its territory are the highest mountain peaks of the country: Kurvadag (3,863 m.), Bazaryurd (4,126 m.), Bazarduzu (4,466 m.). Shadag forests are famous for their beauty and diversity, including various endemic and endangered species, migratory animals, characteristic fauna and flora species. The area offers facilities for the implementation of scientific-research works, environmental monitoring, environmental enlightenment of population and provision of development of ecotourism in the territory. The Park overlaps the Northern area of the Ismayilli MCT Department.

The *Turian-Chay State Nature Reserve* (one out of 11 State Nature Reserves; established 1958, 22,488 ha) lies in the southern foothills of the Major Caucasus, within the territory of Agdash, Oguz, Yevlakh, Gabala administrative districts, on the right bank of the River Turian-Chay. It was established for the protection and restoration of arid-arch light forest and other natural resources; and for the localization of centers of erosion at the foothills. Its territory lies at a height of 400-650 m. above sea level and extends for 35 km from east to west and for 5 km from north to south. The semi-desert and arid light forests mainly consist of pistachio, juniper, oak, having an important soil protecting, water protecting and climatic significance.

The Gabala and the Ismayilli Sanctuaries are two out of 24 State Nature Sanctuaries.

The *Gabala State Nature Sanctuary* (established 1993, 39,700 ha) was set up for the preservation of forest landscapes on the southern slopes of the Major Caucasus Ridge and the restoration of the rare and endangered species of flora and fauna.

The *Ismayilli State Nature Sanctuary* (established 1969, 23,438 ha) is located within the territory of Ismayilli and Gabala. It was established for the protection and restoration of the number of Caucasian red deer, chamois, goat, roe, wild boar, Transcaucasian brown bear, marten, Caucasian black cock, Tetraogallus and others. The flora and fauna are similar to those of the Ismaili reserve.

2.1.1.1 Offered services and amenities

All the Specially Protected Nature Areas are managed by the Ministry of ecology and natural resources of Azerbaijan Republic, Department of biodiversity protection and development of especially protected natural areas. Each protected area in Azerbaijan has directors and deputy directors directly responding to the central Department. The total number of workers in Shahdag NP (including Ismayilli and Gabala sanctuaries) is 162. In Turyan-Chay reserve work 44 people.

There are no statistical data in the National Statistical System at the level of every single protected area. The total amount of expenditures for maintenance of the 9 national parks in Azerbaijan (2015, thsd. manat) was 1862,7; the total amount of expenditures for maintenance of the 11 state natural reserves (2015, thsd. manat) was 1303,4 (*Environment in Azerbaijan: Statistical yearbook*, 2016).

2.1.1.2 Tourism activity

Tourism activity is only allowed in National Parks. In other protected areas it is forbidden. Tourists can visit national parks on the basis of the *National Conception on organization of ecotourism in the National Parks of the Republic of Azerbaijan, current issues, and development perspectives* confirmed by the order 346 of the Ministry of ecology and natural resources of the Republic of Azerbaijan dated June 27, 2006. The order has the purpose of regulating operative and rational conduction of services in tourism and recreation zones, in accordance with the *Law of the Republic of Azerbaijan on Especially protected nature areas and objects* and other regulations.

As Shahdag National Park is the largest in the South Caucasus, a quite large-scale infrastructure has been set up, including a variety of routes, so as to meet the increased interest of tourists to high mountain areas. The World Bank has allocated a \$17 million loan and \$8 million grant for the national park's creation, while the government of Japan has provided \$8 million as a grant for the project implementation.

According to these regulations, tourists are registered at entrance and exit stations, they pay entrance fees (differentiated by altitude of the area to be visited). There are specialized guides to accompany tourists on the provided routes (they are also employees of Ministry of Ecology).

There are no statistical data at the level of the single specially protected areas. Tourism activity in the territory of national parks is the subject of the following table in the National Statistical System:

Tourism activity in the territory of national parks	2014	2015	<i>Accommodated tourists in Azerbaijan in 2015</i>
Number of museums, unit	6	6	
Number of visitors, person	2978	3302	61965
of which citizens of foreign countries	412	474	2009
Number of ecoways and routes - total, unit	74	43	
of which:			
Water	-	-	
Horse	7	5	
Foot	59	28	
Number of visitors, person	1432	1966	
of which citizens of foreign countries	183	154	

2.1.1.3 Stakeholders

Actor	Public	Private	Description	Interests and expectations
Ministry of Ecology and Natural Resources	✓		The Ministry manages all the protected areas as well as the staff	Necessity to build a connection between the Ministry of Ecology and the MCT Regional Department
Specialized tour operators (like Camping Azerbaijan)		✓	They organize short expeditions, mainly into the Caucasus Mountains and work to build bridges between the local villagers, Azerbaijanis and foreigners	Preserve authenticity, enhance tourists interested in true experience of mountain life
IDEA (International Dialogue for Environmental Action) Public Association		✓	The organization is aimed at promoting public awareness of environmental issues and action, collaboration with youth, education in the field of environmental problems and finding proper solutions for them	Preserve environment
WWF		✓	WWF Azerbaijan office works in close cooperation with local governmental, non-governmental, scientific, and other organizations. Relations with the Ministry of Ecology and Natural Resources of the Azerbaijan Republic (MENR) are defined by a Memorandum of understanding between WWF International and MENR signed in 2002. Special attention is paid to the development of the Protected Areas (PAs) system, conservation of endangered species, and restoration of ecosystems	Conservation or reinstatement of protected species in Caucasian areas, increasing the resilience of forest ecosystems (Gobustan plateau, Agsu,), implementation of sustainable tourism development strategy in national parks
World Bank		✓	World Bank has a program in Environment and water supply	Protecting environment, solving pollution problems, water waste

Asian Development Bank		✓	Research on environmental status of Azerbaijan	Protecting environment, solving pollution problems, water waste
Eurasia Foundation		✓	Promotes cultural and ecological tourism in the region and the development of rural communities hosting the cultural and ecological sites	Eco Agro-tourism in the Southern Caucasus project
Hotels and Restaurants		✓		Increase the number of customers, increase the average length of stay in the area

2.2 Cultural heritage

2.2.1 Tangible

2.2.1.1 Monuments and archaeological / historical sites

The classification approved by Cabinet of Ministers of the Republic of Azerbaijan by Order 132 dated 2nd August 2001 lists historical and cultural monuments as of world, national and local importance.

In Ismayilli MCT Department are listed as monuments of world importance:

- Lahij State historical-cultural reserve
- ancient Gabala city and Salbir castle
- ancient Shamakhi city
- ancient cemetery in Nuydu village (Agsu District)

Gabala State Historical-Artistic Reserve, “Basqal” State Historical Cultural Reserve, and “Lahij” Historical Cultural Reserve in Ismayilli region were established according to Articles 22 and 23 of the *Law on Historical and Cultural Monuments* (April 10th, 1998) and they are under special protection regime.

Ismayilli Regional Culture and Tourism Department Breakdown of listed historical and cultural monuments per district - 1									
Ismayilli MCT Department and Districts	Historical and cultural monuments of world importance		Historical and cultural monuments of national importance		Historical and cultural monuments of local importance				Total
Ismayilli MCT Department (Total)	4		144		232				380
	Architectural monuments	Archeological monuments	Architectural monuments	Archeological monuments	Architectural monuments	Garden-park, monumentals and memorials	Archeological monuments	Decorative applied arts (folk stone sculpture monuments)	
Gabala district		1	8	54	9	2	16	4	94
Ismayilli district	1		1	31	113	1	5	8	160
Shamakhy district		1	5	18	6	4	31	6	71
Agsu district		1	1	10	6	1	3	-	22
Gobustan district		-	1	15	5	-	12	-	33

Gabala (Kabbalah) was the capital of Caucasian Albania for 600 years. The ruins of the ancient settlement *Chukur Gabala* lie on the archaeological site about 20 km southwest the modern city. Gabala consisted of three parts, Gala, Salbir and Chaggally. As seen from the archaeological layers, after the decline of the city life in Chaggally a new civilization emerged in Salbir and Gala. After the X century city life has continued only in Gala. Excavations confirm that Gabala from 4th-3d centuries B.C. was one of the major cities, with developed trades and crafts. Residues of industrial character, samples of metal, ceramics, glass, bone are identified, indicating a detailed picture of the level of life and culture of the urban population as well as intensive links between Gabala in 16th-17th centuries and other countries in the world, including Iran and China. All archaeological findings are stored in *Gabala District History and Cultural Museum*. Castle walls of Gabala with its grandiose defense system differ from the other medieval fortifications in Azerbaijan: the walls have been built from air-bricks and shaved river stones peculiar to the Sasanid time architecture.

In Gabala district there are many other monuments: from the Albanian temple in *Amirli* village (4th-8th centuries) to the tombs complex in *Hamza* village (15th-16th centuries), to medieval *Vandam* and *Nji* castles, and *Govurgala* architectural monument (9th-14th centuries) in *Bum*. The town of Nij, located forty kilometers south west of Gabala, has a settlement of Udi people, with a population of 6,196. According to the latest studies, ancient Udi was the language of Caucasian Albania. *Gamarvan* is also a village of historical, natural and touristic importance.

Ismayilli, located in one of the most beautiful areas of the country, is the starting point for visiting some of the major attractions in the Department. Within the Ismayilli State Nature Sanctuary is the *Ismayilli Maiden's Tower* (7th-12th centuries), a ruined defensive structure located on the top of the mountain near the village Khanagah. *Galajig* is a village of historical, architectural and touristic importance. The *Gasimkhan castle* remnants (9th century) are also located within Ismayilli Sanctuary. In Talistan village a major attraction is *Javanshir Castle* dating back to the ancient Alban State, the Mehranid dynasty of the 7th century.

In Ismayilli district certainly deserves a separate mention the *Lahij historical-cultural reserve*, counting more than 90 items listed by the authorities (see *Annex 1*). There are mostly 19th century residential houses, but during the time the town maintained a coherent, unique urban fabric. The quite dangerous road to Lahij winds up the Girdimanchai river gorge; in winter, at a time ice and snow cut the village off from the valley. Lahij is an original monument of antique urban and architectural art: its very first residential block was founded in 3d-4th centuries; the medieval town was one of the most famous craft and trading centers in the Caucasus: in the mid-19th century there were more than 200 workshops. Most part of 2,000 people living in Lahij are still involved in ancient crafts such as engraved copper work and carpet weaving. It is noteworthy the developed system of water drains and water supply about one and half thousand years old: the two-km long tri-level pipeline network is paved under the main street, to a depth of 1 m. The upper two levels of the pipes are for the drinking water and water for industrial purposes. The lower part of the pipeline network is a rectangular trough lined with river stone; it is designed for wastes that come through the holes provided in the yard of every house. Due to frequent earthquakes, the village developed its own building techniques, a traditional stone-and-wood cross-tie technique known in Tat local language as *divarchu* ("wood wall"). By dint of such a technique, the damage provoked by earthquakes in places like Shamakhi remains unseen in Lahij.

In Ismayilli district is also noteworthy the *Basqal historical-cultural reserve*. Basqal is a village of historical, naturalistic and touristic importance, rich with fortresses and mosques. Archeological findings show that it had been inhabited from 4th century, and there are some 16th-18th centuries cemeteries. It is mostly famous with its silken scarfs (*kelagayi*). *Sulut* is another village of historical, architectural, archeological and naturalistic importance. There are a medieval residential quarter, Buzxana, Juma Mosque, Gijilig Castle, Haram Castle, Girkhotag castle, Fitdagh castle complex. The archeological findings of 13-15th century.

The city of *Shamakhi* was founded in the 5th century B.C. As one of the most ancient oriental trading cities, it claims to be the city of *Kmakhia* mentioned by the Greek geographer Ptolomy in his book *Geography*. In 11th-16th centuries it was capital of the kingdom of Shirvan and a residence of Shirvanshahs. From the middle of 18th century it was the centre of Shemakhan Khanate. Shamakhi history is related to the one of Agsu city: they were in turn amalgamated, but in 1769 Agsu city was ruined by the troop of Fatali khan (khan of khanate Guba), and the inhabitants were settled down in Shamakhi.

Despite the numerous earthquakes (1667, 1669, 1828, 1859, 1872, 1902, the most recent on November 25th, 2000), in Shamakhi there are many historical monuments, even restored: the *Juma mosque* (which original building dated back to 743-744 but the present one is the result of many reconstructions), the *mausoleum Shahihandan* (15th-17th century), the *tomb of Shirvan Khans*, the *mausoleum Yeddi Gumbaz* (Seven Domes, 18th-19th centuries), the *mausoleum "Diri-Baba"* (1402).

Are also in Shamakhi area the legendary fortress *Gala-Bugurt* (12th-15th centuries) with the Shah's palace, where there was a perfect system of water supply; *Goyler mosque* (12th-13th centuries); *Gulustan castle* (8th century), another Shirvanshahs residence. The Shamakhi-Agsu Archaeological Expedition of Azerbaijani National Academy of Sciences, Institute of Archaeology and Ethnography, started archaeological excavations in Gulustan castle, reporting that the castle holds a prominent place in the history of Shirvanshahs state, and could also bear a great importance for the archaeological tourism. Presently the bad condition of the road leading to the fortress offers great difficulties, so the settlement of this problem could really foster the development of the area.

Other villages of historical importance are *Nagharakhana*, *Chukhuryurd*, *Demirchi*, *Melhem*. It is also noteworthy, in the village *Pirgulu*, the 1962 Astrophysical observatory, the biggest in Azerbaijan and in Caucasus.

The archeological site near the *Nuydu* village, in the *Agsu* district, gives evidence of a civilization related to the Caucasian Albania, in the 3d-1st centuries B.C. There are remains of dwelling houses in river stones, utensils, ceramics, jewelry, weapons, as well as a cemetery. In Agsu city is noteworthy the *tomb of Sheikh Dursun* (1457), in Gobustan-Maraza the *Diri Baba tomb* (1402), uncommonly embed in a cliff. Other villages of historical importance are *Bijo* and *Kalva*; *Padar* with its medieval *Khazina Dag* (Treasury mountain) monument and *Bilal Afandi Mosque* (19th century); *Garagoyunlu* with the 19th century *Ag Gunbaz Turbasi* (White Domb Tomb) and *Girmizi Gunbaz Turbasi* (Red Domb Tomb).

Archaeological monuments of national importance are widespread throughout the Department area (for an exhaustive list see *Annex I*). While some examples date back to the Bronze Age, they mostly date back to the 5th-4th centuries B.C. (habitations, necropolis). There are medieval remains of habitations and cemeteries; in *Gobustan* region medieval caves, the 15th-17th caravanserai and castles; further, many 19th century buildings such as mosques, churches, hamams.

Since 2014 MIRAS Social Organization in Support of Studying of Cultural Heritage realizes an event of archaeological interest: every year an Archaeology festival (*Day of Archeology*) is held in the Medieval Agsu town, with participation of archaeologists, ethnographs, epigraphs, art historians, as well as volunteers of cultural heritage from Baku, Agsu, Shamakhi, Ismayilli and local residents.

Ismayilli Regional Culture and Tourism Department <i>Breakdown of listed historical and cultural monuments per district -2</i>					
	Monument	Age	Type	Inventory N* (*Order N. 132/2001 Cabinet of Ministers)	Importance
Gabala					
1	Ancient Gabala city, Salbir castle	ancient period-medieval	Archeological	54.	World
2	Albanian temple	IV-VIII centuries	Architectural	289.	National
3	Tombs complex	XV-XVI centuries	Architectural	290.	National
4	Vandam castle	VI—IX centuries	Architectural	295.	National
5	Nij castle	IX—XV centuries	Architectural	296.	National
6	Gavur castle	IX—XIV centuries	Archeological	1310.	National
Ismayilli					
1	Lahij State Historical-Cultural Reserve	XV—XIX centuries	Architectural	14.	World
2	Maiden tower	VII century	Architectural	266.	National

3	Sulut habitation	IX—XIII centuries	Archeological	1169.	National
4	Gasimkhan Castle	XVII century	Architectural	4363.	Local
5	Javanshir Castle	VII century	Architectural	-	Local
6	Basqal Historical-Cultural reserve	XVII century	Architectural	-	Local
7	Fitdagh	XVIII century	Architectural	4360.	Local
8	Khiraki fortress walls	XVI—XVIII centuries	Archeological	5834.	Local
Shamakhi					
1	Ancient Shamakhi city	ancient period-medieval	Archeological	55.	World
2	Juma Mosque	VIII—XIX centuries	Architectural	318.	National
3	Shakhandan cupola	XVII century	Architectural	320.	National
4	Diri Baba tomb	1402 year	Architectural	297.	National
5	Galeyi Baygurt	XII—XV centuries	Architectural	317.	National
6	Gulustan castle	VIII—XV centuries	Architectural	319.	National
7	Astrophysical observatory	1962 year	Architectural	321	National
Agsu					
1	Ancient Cemetery, temple and habitation	ancient period	Archeological	56	World
2	Sheikh Dursun tomb	1457 year	Architectural	205.	National
3	Khazina Dag (Treasury mountain)	medieval	Archeological	815.	National
4	Bilal Afandi mosque	XIX century	Architectural	4088.	Local
5	Ag Gunbaz Turbasi (White Domb Tomb)	XIX century	Architectural	4086.	Local
6	Girmizi Gunbaz Turbasi (Red Domb Tomb)	XIX century	Architectural	4087.	Local
Gobustan					
No listed monuments					

2.2.1.2 Museums, Memorials, Libraries

In Ismayilli Regional Culture and Tourism Department there are 12 museums. In every district, there is at least one museum devoted to history and ethnography; the major of them in Gabala counts 12.00 exhibits. Heydar Aliyev Centers are also spread throughout the country, they show historical

documents, books and photographs about the life of the leader. Further, memorial monuments devoted to citizens martyred in World War II are in Agsu, Ismayilli and Shamakhi.

Ismayilli Regional Culture and Tourism Department <i>Museums per district</i>				
	Museums	Found. year	Staff (2016)	Visitors/Year (2016)
Gabala city	1. History and Ethnography Museum	1980	30	23.858 (Museum+Parks) 37.000* (Heydar Aliyev Center: 4.500)
	2. Branch: House Museum of İsmayıl Gutgashinli	1986	6	
	3. Gabala District Heydar Aliyev Center	2007	12	
Ismayilli city	1. History and Ethnography Museum	1980	9	35.500*
	2. Ismayilli District Heydar Aliyev Center	2009	5	
	3. Lahij city History and Ethnography Museum	1992	9	
Shamakhi city	1. History and Ethnography Museum	1945	19	20.100*
	2. Shamakhi District Heydar Aliyev Center	2009	6	
	3. House Museum of M. Sabir	1962	11	
Agsu city	1. History and Ethnography Museum	1985	9	16204 (Museum+Parks) 28.700*
	2. Agsu district Heydar Aliyev Center	2009	8	
Gobustan city	1 Gobustan city Heydar Aliyev Center	2007	8	16.000*
Total	12 Museums			137.300*

* 2015 data from Azerbaijani official statistics

Ismayilli Department counts a total of 160 public libraries. It is worth considering that the library network of the country has a stellar structure, in which administrative districts are the nodes. Gabala, Ismayilli, Shamakhi, Agsu and Gobustan cities have one central library each, to which other minor libraries spread on the territory are connected. Some small libraries are joined together with the culture clubs.

Ismayilli Regional Culture and Tourism Department <i>Library Systems</i>						
District Library System	Central library year of foundation	Staff (2016)	Branches (2016)	Books total number (2016)	Users/Year (2016)	Loans/Year (2016)
Gabala	1930	98	24	93.720	20.624	237.173
Ismayilli	1981	108	46	975.256	238.598	469.548
Shamakhi	1920	133	38	397.908	29.184	29.184
Agsu	1947	103	33	228.162	16.742	213.067
Gobustan	1952	54	14	157.900*	39.235	176.970
Total		496	155	1.852.946	344.383	1.125.942

* 2015 data from Azerbaijani official statistics

2.2.1.3 Printing houses

By law printing houses are private and independent agencies. *Azernashr* is a state publishing house, but does not have printing equipment. Azernashr publishes all documents related to policy of culture and governance, and collaborates with private agencies for printing out materials. There are more than 100 printing houses in Baku.

Historically every district of the country used to publish its newspaper in post-Soviet period. Therefore, each center of 64 districts of Azerbaijan had a press house. So, by this calculation, except the districts under occupation, 70% of those historic 64 printing houses are still existing.

2.2.1.4 Contemporary art

There are three main art galleries in the Department: the *Gabala State Art Gallery*, the *Ismayilli State Art Gallery*, and the *Shamakhi Art Gallery*. Agsu and Gobustan Districts do not own State Art Galleries. Directors are appointed by Order of MCT. The galleries' main directions of activity are:

- organizing and hosting exhibitions of painting, graphics, sculpture, decorative and photo art samples
- holding conferences, seminars and contests related to art problems
- organizing events for public to meet painters and creative persons
- connecting with other galleries and cultural institutions
- organizing different courses/trainings

- foster art education and industrial creativity

Ismayilli Regional Culture and Tourism Department <i>State Art Galleries</i>				
	Foundation year	Staff	Exhibitions per year (permanent/temporary)	Exhibits sample
Gabala State Art Gallery	2006	7	20/25	Paintings, pottery products and carpet items; an exhibition on the social-economic development of Gabala
Ismayilli State Art Gallery	2013	9	20/25	Paintings and coppersmith samples
Shamakhi State Art Gallery	1991	5	20/25	Paintings and handicrafts
Total		21	20/25*	<i>*Probably they are all the same exhibitions</i>

In the field of contemporary art in the main actor in Azerbaijan is the *Yarat Foundation*. Yarat is a non-commercial organization that organize contemporary art exhibitions and cultural events, as the Public Art Festival in Baku, which took place from 2012 to 2016. They have opened an art gallery in Baku (Yay Gallery) to create opportunities for local artists to sell their works/pieces and Yarat studios and Artim project space as work and display spaces for young artists.

One of their activities at the international level is the participation in the main contemporary art fairs, in which they represent artists from Azerbaijan and not (Caucasian and Russian); they have been at the Venice Biennale, at Vienna Contemporary, at Art Dubai, at Amsterdam Art Fair, at the Moscow International Biennale for Young Art. The other activity on the international scene is the residential program: they host international artists in Baku for three months, offering them work space, travel and residence facilities; at the same time, they connect the young artists on the Azerbaijani scene with the international artists coming to work in Baku.

Yarat's main territory of action is the city of Baku, though they are also working on the rest of the territory, with the aim of educating to contemporary art. They organized some exhibitions in the northern part of the country in 2016 and in 2017, with a range of 1000-3000 visitors for the duration of the event, depending on where it was organized (Gakh, Mingachevir, Zagatala, Gusar). This is a significant number compared to the 28.000 visitors in 2016 in Baku, counting on a much larger potential audience and more accustomed to the consumption of contemporary art. These numbers, which may seem low in size, are the signal of an interest in this cultural proposition. When they work in the regions they contact the officials in the destinations, or the Ministry of Culture and Tourism, but they don't work with the art galleries of districts. So, Yarat holds their art events in any venue offered by district authority.

An actor who is facing the Azerbaijani contemporary art scene is the wine producer *Shato Monolit*: they're going to organize a contemporary art festival based in the production area of the winery, located near Ismayilli. This is a fairly common practice for the most important wine producer in

countries such as France, Italy and California, because through contemporary art a dialogue with a high-spending public interested in luxury products is set, thus legitimizing the value attributed to their products. In addition, the motivation is often to enhance the production area and to include it, thanks to the artist's work, in the international touristic circuits.

Finally, there are two aspects to be considered in the analysis of contemporary art in Azerbaijan as part of the construction of an integrated management plan.

The first is that the world of contemporary art is unconnected with the tourist one, despite the search for such a relationship by art operators. This further clarifies the need to link the diverse worlds of culture production and tourism as a strategic asset for the development of the industry as a whole.

The second is linked to the *modus operandi* of the most affirmed artists of Azerbaijan. Many of these, including for example Faig Ahkmid, use traditional craft techniques and transpose them into their works. This is a connection to be strengthened, both in the region of Ismayilli, and more generally in the non-urban areas of Azerbaijan, because the high-level of craftsmanship, also recognized at international level (as in the case of UNESCO designations), can become an important part of the integrated plan.

2.2.1.5 Stakeholders of tangible heritage

Actor	Public	Private	Description	Interests and expectations
Ismayilli Department and Municipalities	✓			Heritage for quality of life of citizen and for tourism
UNESCO	✓			Silk Roads projects
World Bank		✓	World Bank has a program in Cultural Heritage	Protecting Cultural Heritage, Fostering economic and social development base on Cultural Heritage
Asian Development Bank		✓	Asian Development Bank is interested in Cultural Heritage protection	Safeguarding Cultural Heritage Ecotourism and cultural tourism positive role in Azerbaijan's development. Conservation of cultural heritage has attracted funding from unexpected sources.
Hotels, Restaurant, shops		✓		Increase the number of customers, increase the average length of stay in the area
Contemporary art				

Municipalities	✓		Some cities are already involved in contemporary art exhibitions by Yarat	The interest lies in expanding the opportunities for cultural fruition for citizens
Tour operators		✓	Right now there are no connections between the world of contemporary art and the tour operators	They could see in the development of the connection of contemporary art with other more traditional cultural production (craftsmanship, food & wine production) a motivation to include contemporary cultural production as a qualifying element of their offer.
YARAT		✓	Yarat is a not-for-profit organisation dedicated to nurturing an understanding of contemporary art in Azerbaijan.	Interest in working in the territory even though the main business is in Baku.

2.2.2 Intangible

2.2.2.1 Performing arts (Theatres, dance, concerts), Events, Festivals

Theatrical and musical performances, the opera, puppets (*Kukla Theatre*), are deeply rooted in the culture of Azerbaijan. The Theatre sector of the Art department of MCT has 13 regional theatres under its subordination, but none of them located in Ismayilli Department. MCT also provides building and technical equipment for “folk theatres”, i.e. amateur theatres that usually operate in the local cultural centres. In Ismayilli Department there are 4 of them: 1 in Gabala named after Jalil Mammadguluzadeh, 2 in Ismayilli district, 1 in Shamakhi. They don't have permanent staff, and only the director and the set designer get salary from the state budget; actors and actresses are amateur people.

There are numerous festivals, many of them related to theatre: in general, villages manage to hold several local theatre festivals annually. In fact, the theatrical performances go hardly on tour lately, due to the uncertainty of return on investment; they have rather changed the tour-cycle of live to a festival one. It is worth noting that many events (theatre shows, celebrations, exhibitions, etc.) are also managed by Culture Clubs.

Large-scale international music festivals of various kinds are also held in Azerbaijan on regular basis. These festivals may be sponsored by different organizations, but all occur under State patronage. Gabala hosts the annual *International Music Festival of classical music, jazz and mugham*, a high-budget event which is attended by bands and artists from all around the world. The festival is organised with the support of Heydar Aliyev Foundation and at the initiative of the rector of the Baku Academy of Music. The event is also related to the presence in the town of a piano manufacturing factory under the famous Dutch brand Beltman.

As for sports event, the 4th stage of the international bicycle race *Tour d'Azerbaijan* usually starts from Gabala; in 2017 for the first time Agsu roads have been included into the cycling itinerary.

Ismayilli Regional Culture and Tourism Department <i>Theaters, Festivals, Events*</i>				
	Folk Theaters	Theatre Shows	Festivals	Public/Year
Gabala	1	10	unknown	3.000
Ismayilli	2	12	“	3.200
Shamakhi	-	unknown	“	unknown
Agsu	-	“	“	“
Gobustan	-	“	“	“
Total	3	22		6.200

* It is worth noting that many events are also managed by Culture Clubs

2.2.2.2 Folklore

Folklore has an important place in cultural life of Azerbaijan, and many efforts have been done to recognize this value at national and international level. Within a few years, some expressions of intangible culture and folklore have been inscribed on the *Representative List of the Intangible Cultural Heritage of Humanity* by UNESCO, often as a local expression of practices in common with different countries and regions of the Caucasus.

On the Ismaylli Department area, the cultural expressions inscribed on the List of the Intangible Cultural Heritage of Humanity by UNESCO are the following:

- *Novruz* (a traditional festivity) - inscribed in 2016
- Art of Azerbaijani *Ashiq* (a traditional performance art combining poetry, storytelling, dance, vocal and instrumental music into) - Inscribed in 2009
- Azerbaijani *Mugham* (traditional musical form characterized by a large degree of improvisation) - Inscribed in 2008

In particular, *Novruz* marks the New Year and the beginning of spring across a vast geographical area. It usually occurs on March 21 or the previous or following day, depending on where it is observed. The Republic of Azerbaijan has a seven days *Novruz* public holiday. Musical gatherings take place at *Novruz*. Minstrels and folk singers sing songs and public games are held; tightrope walkers demonstrate their skills, wrestlers test their strength and shows are performed in public squares, such as the comic show *Kos-Kosa*. Another *Novruz* custom concerns horses: at this time people take better care of them and dress them up; in the countryside take place equestrian competitions and people play *chovgan*, a game similar to polo.

In 2017, *MIRAS, Social Organization in Support of Studying of Cultural Heritage*, organized the *3rd International Tarakama Charshanba Folklore Festival* in Gagali Village (Agsu district): the event was supported by ANAS Institute of Folklore and Agsu region Executive Power. During the event performed various folklore groups, *oturma* rite and *akhir charshanba* bonfires.

The art of Azerbaijani *Ashiqs*, combination of poetry, storytelling, dance and vocal and instrumental music into a traditional performance art, stands as a symbol of Azerbaijani culture. Characterized by

the accompaniment of the saz, a stringed musical instrument, the classical repertoire includes 200 songs, 150 literary-musical compositions known as dastans, nearly 2,000 poems in different traditional poetic forms and numerous stories. Ashiqs take part in weddings, friendly parties and festive events throughout the Caucasus and appear on concert stages, radio and television, sometimes synthesizing classical melodies with contemporary ones.

Traditional wrestling, *Gulash* is a common sport activity among Silk Road's countries. Gulash is a competition in body force, as well as in willpower and spirit. The tournaments are accompanied by music, as in ancient times, normally by the sounds of the traditional wind instrument called zurna and rumbling of drums. The wrestlers of Gulash are known as pekhlevans.

2.2.2.4 Stakeholders of intangible heritage

List of stakeholders of intangible heritage				
Actor	Public	Private	Description	Interests and expectations
Ministry of Culture and Tourism	✓		Provides building and equipment for Folk Theaters	Maintaining and valorising tradition
MCT Department Culture Centers	✓		Organize festival and events	Giving cultural opportunities to communities, preserving traditions
Culture Clubs	✓		Organize theatre shows, celebrations, exhibitions, etc.	Preserving and valorising folklore and traditions, working for social inclusion and cohesion of the community
District Executive Powers	✓		Support events at District level	Preserving and valorising folklore and traditions, working for social inclusion and cohesion of the community
ANAS Institute of Folklore	✓		Supports folklore-related events	Preserving and valorising folklore and traditions
Heydar Aliyev Foundation	✓		Supports major events (e.g.: <i>Gabala International Music Festival</i>)	Preserving and valorising folklore and traditions
MIRAS Social Organization in Support of		✓	It is engaged in propagation and development of cultural heritage. It includes historians,	Preserving and valorising folklore and traditions

Studying of Cultural Heritage			archeologists, artists, restorers, engineers.	
Hotels, Restaurants, Traditional shops		✓		Increase the number of customers, increase the average length of stay in the area
Tour operators		✓		Interested in developing specific tours.

2.3 Food and beverages

Azerbaijan's cuisine is characterized by a wide variety of dishes reflecting the range of climatic zones in the country, a very important feature also in terms of wine production. One of the traditional rites is related to the *chay* (tea), as confirmed by the wide spread of tea houses which are mainly frequented by men.

From the food industry's point of view, there are some interesting projects including the Terra Madre farmers, breeder Communities promoted by Slowfood, and ABAD's projects.

2.3.1 Slow food network Terra Madre

Terra Madre is an international network of food communities – groups of small-scale producers and others united by the production of a particular food and closely linked to a geographic area.

The network unites food producers, fishers, breeders, chefs, academics, young people, NGOs and representatives of local communities who are working to establish a system of good, clean and fair food from the grassroots level.

The Terra Madre network was launched by Slow Food in 2004 to give a voice and visibility to those around the world whose approach to food production protects the environment and communities.

5 out of 6 Terra Madre Communities in Azerbaijan are in the Ismayilli region and are the following:

2.3.1.1 Ismaylli Beekeepers

There would appear to be a long tradition of beekeeping in the Caucasus regions. Even today it plays a fundamental role in supporting small communities of villages that are not sufficiently well-organized and have to rely on street traders to sell their product in city markets. In the province of Ismayilli the beekeepers are united in a cooperative (27 members) that produces the honey made by the bees of the local variety of the Caucasus – *Apis mellifera caucasica* Pollmann. The product, which according to the local people also has curative properties, is made from field flowers, lime shrub and fruit trees. In addition to honey, the producers are also involved in other activities typical of the zone: making mulberry and plum vodka, preparing jams and gathering wild plants.

2.3.1.2 Mazoni (Fermented Milk) Producers

Mazoni is the most common fermented drink in Azerbaijan, and the Caucasus regions in general. The flavor of the mazoni varies from region to region because of the bacterial flora that determines its acidity. In the central-eastern district of Ismayilli it is made with the milk from the small local cows, famous for the high fat content in the milk, domestic Asian water buffalo and Karabakh sheep. Mazoni is also the base for other products such as butter, a typical sweet ricotta and a salted ricotta flavored with mountain herbs (*shor*). One of the community's products is *pendir*, a white cheese. The producers in the village of Eniel are united in a cooperative, aimed mostly at selling their preparations on the local market.

2.3.1.3 Shamakhi Dairy Producers

The mountains of central-eastern Azerbaijan are well-suited to the farming of small cattle. A community of around 30 families in the Shamakhi region specializes in the production of *mazoni*. Milk is the base for other products like butter, a typical sweet ricotta and *shor* (a salted ricotta flavored with mountain herbs). One of the community's products is *pendir*, a white cheese similar to pecorino, and they also make *kyryt*, a firm salted cheese, made from fermented milk which is cooked, formed into a ball and left to dry in the open air. With its strong flavor, the cheese is used to season meat dishes or diluted with water to make an invigorating drink. The producers have joined together in a cooperative, and mostly sell their products on the local market.

2.3.1.4 Shirvan Convivium Education Project

In the mountainous Azerbaijani villages of Tazakend and Eniel in the Ismayilli district, and the villages of Sis and Galey Bugur in the Shamakhi district, around 150 school students take part in an education project called "To the origins of taste". This project was launched by the Slow Food Shirvan Convivium in 2009. The program consists of 30 lessons that are held twice a week. The lessons aim at the preservation of local biodiversity, the protection of native breeds, the use of traditional herbs and spices and the dangers of using genetically modified crops, pesticides and chemical fertilizers. Special attention is paid to local cuisine, and the children learn how to prepare traditional dishes together with their teachers.

2.3.1.5 Sis Village Fruit Farmers

The Azerbaijani village of Sis, in the district of Shamakhi, is known for its fruit orchards. The fruit is used to make jams, juices and vodka for domestic consumption, as well as some local and occasionally national trade. The village is part of a pilot project run by the Regional Environmental Center for the Caucasus. The producers have joined together to form a cooperative of 15 members that cultivates walnuts, native apple and pears, as well as making jams, fruit juices and dried fruit. The community's producers also use wild foods from the mountains: wild cornelian cherries, quinces, strawberries. Wild cherries are turned into *murabba* (traditional preserves), while dog-rose petals are used to make a very delicate jam prepared under the sun. Barberries (*Berberis vulgaris* L.) are fermented to obtain a sauce served with some of the traditional local dishes.

2.3.2 Wine production

Azerbaijan's long history of wine production was rediscovered at archaeological digs of settlements in Kultapa, Karabaghlar and Galajig (the last one in Ismayilli district), where archaeologists

discovered stone fermentation and storage vessels that included residue and grape seeds dating back to the II millennium B.C. The production of wine in Azerbaijan is therefore very ancient, but over the last 50 years it has been very shrill since vineyards have been extirpated or lost and replanted several times for historical recourse. In Soviet times, there was an important wine production, which was largely exported to Russia, but during the 1980s many vineyards were no longer in use and they were lost or destroyed. Over the last 15 years production has been recovered, and currently there are about 10 to 15 large wineries that produce largely for export to Russia and China; since restoration of independence in 1991, Azerbaijani wines won many prizes at international competitions.

Azerbaijan has some types of autochthonous grapes and nowadays, especially in the Shamakhi region (Medresa grape), wine making is well developed. There are approximately 20 wine grape varieties officially recognized for winemaking purposes: Red Pinot Noir and white Rkatsiteli are the key varieties, joined by an increasingly broad portfolio of grapes made up of international varieties and tailored crossings. The pink grape indigenous to Medresa is used for excellent dry red wines, such as “Giz Galasi”, “Yeddi Gozal”, “Naznazi” and “Gara Gila”.

Azerbaijan is aimed to gain more reputation in the world’s market, and it is a result of joining the International Organization of Vine and Wine (OIV), as well as the annual Ganja Wine festival, an annual international date since 2013. In the country, there is also a good spirits production.

Presently, main local producers are the Ganja Sharab Winery, the Vinagro Goygol Sharab Factory, the Naig Company’s Tovuz Baltiya, Agro-Azerinvest MMC and others; leading brands are Yalli, Ganja Sharablari, Product of Azerbaijan, AzNar, Tovuz, Qabala Sharab Zavodu and Khan. In Ismayilli Department area it is worth mention – in addition to the well-known Savalan – the Ismayilli Wines Hajihatamli winery (also known as Shato Monolit), a state of the art complex which aims to set new standards in Azerbaijani wine making. The Shato Monolit complex also incorporates a hotel with two swimming pools, sauna, tennis, a banqueting hall and a disco. A wine tasting salon related to Hajihatamli winery is hosted in the co-owned Baku hotel Monolit Plaza.

A first step towards building a production system has been made by the wineries, who have joined together and are beginning to present themselves at international fairs, thus succeeding in entering international markets.

Producers have three main markets:

- the first one is mass market, with products for export to China and Russia: good wines but low-price range;
- the second, growing but still small, is the one of luxury wines, produced with local varieties and thought for the connoisseurs’ market.
- the third, in nuce, is that of organic wine, to which there is a lot of attention, also on the Russian market.

One of the weaknesses reported by wine producers is the fact that the Ismayilli area is equipped with insufficient tourist infrastructure, as there are few beds, poor signage, few opportunities for leisure, both for tourist and for the large community of expats living in Baku. The expats are a little less than before (when Baku hosted the European Games in 2015, the expat community was vast) but seek out leisure activities. Ismayilli is not well known by expats and it would be a good investment to attract them on the territory.

Wine tourism is developing in Azerbaijan thanks to the producers, but there is a need to structure the tourist offer, to accommodate visitors with specific needs, high level of spending, knowledge of products and habits of cultural consumption.

The wineries, besides being in gorgeous places from the natural point of view, are investing in infrastructure for the reception and realization of nature trails; they also have a historical heritage of buildings and objects dating back to the Soviet time that allow visitors to fulfil a dip in the history of oenological production. They seek to work in synergy with other cultural sectors, such as handicrafts and contemporary art, and to develop autonomously a series of routes, itineraries and events for their visitors and buyers.

The second point of weakness is the absence of a system that certifies the quality of the products.

The Government has created the Caspian Coast wine trademark (<http://www.caspiancoast.com/index.php?lang=en>), and invested heavily in advertising the brand abroad. The Ministry of Agriculture and Economy supported local winemakers by offering them long-term loans to increase their production capacities. Such recognition, however, has not been extended to all the wine producing areas.

A system that can protect production and maintain high quality, such as the Italian naming system, would be well received by local producers, at least according to the ones we confronted with.

Another weak point is that of training: specialist schools still show some weakness in the preparation of technicians.

2.3.3 Stakeholders

Actor	Public	Private	Description	Interests and expectations
Ministries of Agriculture and Economy	✓			Protect production, entering the international markets
Local producer		✓	Wineries operating in the region are innovating and increasing production, but complain about the difficulty in meeting the needs of their visitors	They have great interest in tile relations with the rest of the cultural world, and they move independently. They are also developing tourist infrastructures.
Hotels, Restaurants		✓		Increase the number of customers, increase the average length of stay in the area
Specialized tour operators		✓		Interested in developing specific tours

2.4 Crafts and traditional productions

Azerbaijan expresses a traditional craft of a high standard, and the Ismaylli district houses some of the most important examples of this cultural industry. However, the sector still shows some structural weaknesses that deserve an *ad hoc* intervention program.

Craft have been abandoned to a large extent, as a result of the USSR crisis: for example, in Lahij in the early 1990s there was a scarcity of raw material so high to induce craftsmen to gather the objects produced in previous years, and even in previous centuries in neighbouring villages so as to refurbish them; in recent years the crisis is a result of the choice of young people to seek job opportunities in Baku city. Some simple numbers clear the extent of the crisis in the sector: 15 years ago, Lahij's master craftsmen were 200, today they are 15.

Another problem is the difficulty of finding sales channels for products, outside the masters' own shop often located in remote and inaccessible areas.

Lastly, on the market there is a strong presence of products from the neighbouring countries, which compete with Azeri handicrafts in terms of price rather than of quality.

2.4.1 Handicrafts: craftsmanship of Lahij and Basqal village

Lahij village is renowned for its production of arms and copper items decorated with carved ornaments. This traditional practice has been inscribed in 2015 on the Representative List of the Intangible Cultural Heritage of Humanity. The structure and supplies of copper workshops, as well as its traditional external look and its production processes remain preserved today, as they were in previous centuries. Written sources, as well as the rich copperware collections that may be seen in the museums of Azerbaijan, Georgia, Russia and Europe, prove the existence of over 80 types of copperware equipment used in copperware manufacturing in Lahij.

The copper-smelting master usually coordinates the entire process accompanied by an apprentice. The coppersmith-hammerer pumps the air into the ovens and hammers the smelted copper into thin plates. A craftsperson then polishes the hammered copper plates and decorates the ready copperware with engravings. The tradition is transmitted within families from father to son. Numerous families in Azerbaijan come to buy copperware in Lahij and use it in their daily lives, believing it improves the health benefits of food. For artisans, the tradition represents a major source of living and provides a strong sense of identity and community pride. Leather goods' manufacture was the second craft skill in Lahij, after that of coppersmith. The artisans realize various products such as shoes, belts, leather quilted jackets, book covers and bridles.

While Lahij copper items are considered a valuable souvenir for tourists visiting the village, it is not simple to find them in other shops. Lahij production is suffering because of lack of promotion strategies and suitable sales channels. From meetings with community representatives and the main cultural actors of the village, it is evident that there's a need to establish sales channels and promotion systems that provide craftsmen with a return that will enable them to continue living in the village and improve their own quality of life.

Yet it is worth noting that Lahij craftsmanship is supported, inter alia, by ABAD. Established upon Presidential decree in 2016, ABAD centers are aimed at support family business operating in the field of folk arts, crafts and agriculture, and a pilot project started with 63 families in Baku, Masalli, Balakan, Ismayilli and Sheki regions. Currently, three ABAD trade and exhibition centers are operating in the country: one is in the Office of the Icherisheher State Historical and Architectural Reserve, another one is in the Heydar Aliyev International Airport, a third at the Railway Station of Baku, and such centers will soon operate also in Baku five-star hotels. They also organise temporary stores during major events in Baku. ABAD also has an agreement with the Bravo supermarket chain and it is present with a corner of food products at 3 of the 4 Baku sell points; shortly it will also be present in the home department, with ceramics produced by local artisans.

Lahij was involved in the project with 5-6 masters of the 15 still operating in the village. Their type of intervention aims to provide support throughout the production chain: providing material and tools when families don't have enough funds, involving craftsmen in training paths (financial literacy, skills upgrading, etc.), dealing with logistics, packaging and product marketing, managing retail outlets (rent, staff, utilities) and monitoring the quality standards to catch up with. Every product is marked with the logo of a master or family farm producing it, so ABAD label also proves the originality of the product; through an identification code you can find additional information about the manufacturer on the web and establish direct relationship.

The relationship between the artisans and ABAD is governed by a contract (in all the country 160), on the basis of which the craftsman receives a monthly sum equal to the total of the items sold, except for a percentage that may range from 20 to 25% covering the costs that ABAD supports.

The main results of the program at Lahij are currently identifiable in:

- increase of sales
- increase of incomes
- expansion of the production structure: masters could take apprentices in the shop.

ABAD has a 5-year exit strategy: to make artisans autonomous within 5 years since they entered into the project.

Both ABAD and the representatives of the Lahij community met, have shown deep interest in a tool that could enhance product quality, protect against imitation, maintain production value, such as a system of collective property rights. In the Basqal village there are factories where are realized the typical scarves *kelagayi*. In 2014 *kelagayi* production and wearing were included in the Representative List of the Intangible Cultural Heritage of Humanity.

Kelagayi are characteristic silk scarves traditionally worn by women in Azerbaijan, and here they are regarded as a masterpiece of ethnic art. A batik technique is used to print the scarf, and colours are added in stages. *Kelagayi* are usually decorated with floral or geometric patterns and painted in various colours, the more colours the more prized.

The factories of Basqal are mostly working with silk done in Sheki, further west along the old Silk Road: Sheki is the main silk centre in Azerbaijan. Although high quality Kelaghayi were also made in other Azerbaijani regions, they are widely realized and used especially in Basqal settlement.

Kelagayi are easy to find in Baku shops, but they don't have a unique protection brand, even if some Basqal factory prints the owner's initials on its products. *Kelagayi* production is supported by ABAD (thata has a project in the village) and by the retail organization "Baku Corner". Baku Corner was launched at the initiative of Leyla Aliyeva, vice-president of the Heydar Aliyev Foundation, as a non-profit project. It offers to local and foreign artisans direct market access by helping with the trade of

their handcrafted products. Baku Corner has traditional stores as well as an internet store (<http://bakucorner.az/en/>).

2.4.2 Carpets weaving

In 2010 Traditional art of Azerbaijani carpet weaving was included in the list of the intangible cultural heritage of UNESCO. Origins and development of Azerbaijani rug and carpet weaving, with its main patterns and ornaments, extended over many centuries. Traditionally, since ancient times the carpets were used in Azerbaijan to cover floors, decorate interior walls, sofas, chairs, beds and tables; they constituted the dowry that every girl wove for herself. The patterns of carpets woven in both Northern and Southern Azerbaijan are geometric, in contrast to the flower designs of typical Persian carpets, and their colours feature a strong impression.

The scientist and artist Latif Kerimov first classified the Azerbaijani carpet according to four geographical zones of the country, i.e. Guba-Shirvan, Ganja-Kazakh, Karabakh and Tebriz.

Shirvan carpets feature up to 20 model compositions, in geometric style, and use finely processed, shining wool: it covers the area of the modern-day districts of Shamakhi, Agsu, Gobustan, Kurdamir and Hajigabul, largely corresponding to the Ismayilli MCT Department. Carpet making is concentrated in the villages of Nabur, Sundu, Bijo, Arjiman, Jamjamli, Gashad, Shilan, Sor-Sor, Padar, Pashali, Chukhanli, Pirhasanli, and the town of Maraza.

Carpets are a touristic attraction both at State Museum of Carpet and in many Baku shops where they are sold; but tourists need to get a permit for their export, usually provided at a reasonable cost. Some tourist companies organize “Carpet tours” in Azerbaijan, to visit carpet-making shops and watch the process of carpet making; it is also possible to purchase a carpet (e.g.: Caspian Travel, Millennium Tourism & Congress DMC, Improtex Travel, Sputnik International, all in Baku).

2.4.3 Stakeholders

List of crafts and traditional production stakeholders				
Actor	Public	Private	Description	Interests and expectations
Ismailli Regional Department of Culture and Tourism	✓			Protect and enhance local cultural expressions
District museum of cultural ethnography	✓			Preserve local cultural traditions and give support to artisans
Ismailli tourism information center	✓			Increase the number of tourists Solve problems related to the difficulty of getting to the village Perhaps de-seasonalize visitors

Azerbaijan Carpet Museum	✓		The authoritative reference point for both study and valorisation of this important traditional craft.	Studying, preserving and valorising of traditional carpets weaving.
Copper craftsmanship of Lahij		✓		Increase the number of tourists Solve problems related to the difficulty of getting to the village Find permanent sale channels
Producer of Kelagayi in Basqal		✓		Increase the number of tourists Find permanent sale channels
ABAD (Easy Support to Family Business)	✓		Public legal entity under State Agency for Public Service and Social Innovations under the President of the Republic of Azerbaijan. It supports Lahij copper craft	Supporting development and formation of family business in the country, stimulating development of small and medium entrepreneurship, creating additional employment opportunities for population.
Baku corner		✓	Retail organization	Offering direct market access to artisans
Tour operators		✓	They operate specific tours	Interested in developing offer

2.5 Tourism sector

2.5.1 Institutional framework and offer

Ismayilli region shows a wide spectrum of landscaping and climatic zones, so natural resources and biodiversity already create opportunities for the development of both summer and winter tourism. The major touristic offer is located on the Gabala area, with the *Qafqaz Tufandag Mountain Resort Hotel* opened in 2015, a ski complex with about 17 km of ski slopes, an artificial snow plant and a

five-star hotel. The Ismayilli area is also greatly appreciated, especially by domestic tourism; however, there is a considerable gap between the infrastructure level of Gabala and that of the rest of the territory. On the other hand, the present time is highly favorable to foster tourism in the country.

The *Culture Concept of the Republic of Azerbaijan* establishes, inter alia, the need for a modern touristic infrastructure, related to cultural assets suitable to be utilized as touristic objects and to be included in touristic itineraries. About this, merging culture and tourism in the same Ministry since 2006 had been a strategic move: in the last decade, cultural tourism has become a new priority for Azerbaijan, and it has been presented as a vector of mutual understanding with neighbour countries as well as an engine for growth.

The total contribution of Travel & Tourism to GDP (including wider effects from investment, the supply chain and induced income impacts, was AZN 8,091.3mn in 2016 (14.6% of GDP) and is expected to grow by 6.6% to AZN 8,622.8mn (15.3% of GDP) in 2017.

During the first nine months of 2016 1,7m tourists visited Azerbaijan, and it is projected that 2.5m tourists will be visiting the country each year by 2020, as a result of tourism cooperation agreements with 28 nations. The simplification of the visa regime has been another important measure fostering touristic flows.

Lately, in March 2016 a *Presidential Decree on diversification of the economy* has identified tourism as one of eight priority sectors for development. Further, in connection with the implementation of the *Decree on Strategic road maps for the national economy and main economic sectors* from 6th December, 2016 and the *Order on additional measures related to the development of tourism in Azerbaijan* from 1st September, 2016, the Azerbaijani President signed a *Decree on additional measures related to development of tourism in Azerbaijan*, establishing the *Tourism Council of Azerbaijan*: the Council can consult independent experts and specialists and create working groups.

Moreover, to ensure further enhancement of the country's tourism potential has been established the *National Tourism Promotion Bureau* in the form of legal entity of public law, central and local executive power bodies, and proper governmental structures have received appropriate instructions to ensure and finance the activity of the Bureau.

On the territory, every district has a *Tourism Information Center* managed by the MCT Regional Department: Information Centers provide information on accommodations, transport, guide and interpreter service; they organize tours, excursions, horse riding and cycling tours, and they are on social media. The website of Shamakhi Tourism Information Centre appears to be the most attractive one (<http://www.shamakhi.travel/>), though the contents could be implemented.

2.5.1.1 Travel agencies and other intermediaries

Today, there are about 300 travel agencies (according to 2016 official statistics: 272).

Azerbaijan Tourism Association (AZTA) was established in 2009 with the help of the Ministry of Culture and Tourism. It is the biggest entity in the country which brings together all the leading tourism related companies. AZTA's main task is to force tourism and hospitality services development and facilitate attraction of foreign tourists to Azerbaijan. Additionally AZTA is responsible for interests lobbying of member-companies and coordination of their activities with those entities that are not directly involved in hospitality business but are able to make positive

influence on its dynamic growth. AZTA includes 80 local tourism agencies and over 100 hotels/holiday villages around Azerbaijan.

Azerbaijan Travel (<http://azerbaijan.travel/>) is the official portal of tourism in the country. It offers quite structured, attractive information on arts and culture, history, gastronomy and leisure opportunities, as well as 4 thematic sector of travel proposal: “Nature”, “Family holiday”, “Outdoor activities”, “Beach rest”. On the portal it is possible to reserve an accommodation through *Booking.com*.

As for Ismayilli Department area, Shadag National Park is within the “Nature” proposals, and of course Gabalaland within the “Family holiday” ones; Shadag Mountain and Tufandag Resort are within “Outdoor activities”.

Silk Way Travel (<http://swtravel.az/en/about-us/about/>), as exclusive agent of the national carrier *Azerbaijan Airlines*, is one of the most important travel agencies in the country. *Silk Way Travel* offers five sort of tours within Azerbaijan: “Excursion”, “Therapeutic” (to Nakhchivan, where the five-star Duzdag Hotel has a physiotherapy centre for salt therapy), “Beach rest”, “Ecotourism”, “Hunting in Azerbaijan”. Among the “Excursions” just a pair take into account the Ismayilli Department area: the “Golden ring of Azerbaijan” foresees stops at Oguz city and Nij village (near Gabala) as well as at Ivanovka village (near Ismayilli), and the “Shaki tour” foresees a visit to the Diri Baba Mausoleum (near Shamakhi); on Ismayilli area (Guba, Oghuz, Ismayilli, Shaki, Samakhi, Gabala) is also focused the quite expensive “Hunting in Azerbaijan” program (3 days, 5.000,00 Euro).

2.5.1.2 Transportation services

At the beginning of 2017 President of the Republic of Azerbaijan Ilham Aliyev has signed an executive order establishing the *Ministry of Transport, Communications and High Technologies*, set up by merging the ministries of Transport and Communications and High Technologies.

Baku’s international airport was renovated and upgraded several years ago. The airport has facilities for arriving and departing travellers and it is well connected by many airlines. The national airline is *Azerbaijan Airlines* (AZAL). There are 6 other international airports located in Quba, Ganja, Nakhchivan, Lenkaran, Zaqatala and (since 2011) Gabala.

As for railways, there are in the country 2 major train routes, North-South and East-West, with other minor branches. Unfortunately, the Ismayilli Department area is not served by any of them.

There is instead an extensive bus network, both within major cities and throughout the whole country, including Ismayilli area. The availability of taxis is more than adequate for an increase in tourism. It is also very common for foreigners to hire cars with drivers. There are rental car services both international brands (Ace rent-a-car, Hertz, Avis) and local.

Main highways carrying international traffic are the Baku-Alat-Ganja-Qazakh-Georgian border corridor with a length of 503 km, and the so-called North-South Transport Corridor that stretches out from the Russian to the Iranian border along 521 km. Road conditions are constantly improved, but there are difficulties (especially in winter months) to access some of the more remote villages and areas that could be interesting for tourists (Xanaliq, Lahij).

2.5.1.3 Accommodations and hospitality

There are more than 570 accommodation establishments in Azerbaijan. The number of hotels in Azerbaijan has increased from 93 in 2001 up to 548 in 2016. As a consequence of introduction of the hotel certifications, condition and quality of the services has strikingly improved.

The total number of accommodated tourists, according to 2016 official statistics, has been 61.965 (59.956 citizens of Azerbaijan and 2.009 citizens of other countries), mostly in guest houses and hotels, just a minority in private dwellings.

The countries where most tourists come from are Turkey, Azerbaijan itself (75.495), Russian Federation, Iran, United Arab Emirates. While in terms of foreign tourism Azerbaijan is experiencing a real boom, it is worth noting that the tourist flow (especially abroad) generated by the Azerbaijani population has declined since 2015.

Accommodation network within the Ismayilli region is given by different hotel types, part of which are mountain resorts, plus an estimated number of rented houses. There are also luxury five-star accommodations such as Chenot Palace in Gabala, and three five-star hotels in Shamakhi. There are currently no more trustful/official estimates about quality of accommodation.

In the region – even if only in Lahij and Laza – are also present accommodations managed by CBT: CBT (Community based tourism) is a growing trend throughout the world for travel that provides an authentic experience for tourists, while providing benefits for locals. CBT Azerbaijan (<http://cbtazerbaijan.org/>) is designed around a management system that provides centralized advertising, organization and logistics help to locals that make their houses available for renting; the system has a little overhead, so local managers are able to keep 80% of generated income.

It is also worth mentioning the presence in the region of the *Gabala Tourism and Hotel Business Vocational Training Center*, which purpose is the preparation of the barman, barmaid and waiters meeting the highest requirements for tourism infrastructure.

Number of accommodations by type in Ismayilli Department area				
Districts	Hotels	Recreation centers (cottages)	Rental houses	TOTAL

Gabala	11	8	100	119
İsmayilli	1	22	30	53
Aghsu	0	0	0	0
Shamakhi	3	14	19	36
Gobustan	1	2	20	23
TOTAL	16	46	169	231

2.5.1.4 Stakeholders

List of touristic sector stakeholders				
Actor	Public	Private	Description	Interests and expectations
Ismayilli Regional Department of Culture and Tourism	✓			
Tourism Council of Azerbaijan	✓		Consults independent experts, creates working groups	Enhancing tourism in the country
National Tourism Promotion Bureau	✓		Legal entity of public law with central and local executive power bodies	Enhancing tourism in the country
Ministry of Ecology and Natural Resources	✓		Manages all the Specially Protected Nature Areas, including Parks where tourism is allowed	
Ministry of Transport, Communications and High Technologies	✓		Has recently merged the ministries of Transport and Communications and High Technologies	Bringing the country`s state policy in the fields of transport and communications and high technologies to modern standards

State Committee for Standardization, Metrology and Patent	✓		Realizes the State policy and regulation in the fields of technical regulation, standardization, metrology, conformity assessment, accreditation, quality management, as well as in the field of the protection of industrial property objects	Meeting international quality standards for products and services
Azerbaijan Tourism Association (AZTA)	✓		Brings together all the leading tourism related companies and coordinates them	Enhancing attraction of foreign tourists to Azerbaijan
Tour operators		✓	realize and sell tourist packages for both domestic and foreign demand	Interested in enhancing tourism and developing specific tours
Hotels		✓	Provide accommodations	Growing touristic business in the region
Private houses for rent		✓	Private house owners aimed at raising their standard of living	Providing benefits for local communities
CBT (Community Based Tourism) Azerbaijan		✓	Enterprise providing centralized advertising, organization, logistic help and quality control to local families that make their houses available for renting	Providing authentic experience for tourists, providing benefits for local communities
Gabala Tourism and Hotel Business Vocational Training Center,	✓		Training center aimed at preparing high-level staff for tourism infrastructure	Developing tourism infrastructure in the region/country
Restaurants		✓		Increase the number of customers, increase the average length of stay in the area
Traditional shops		✓		Increase the number of customers, increase the average length of stay in the area

2.6 Culture Clubs

The MCT owns under its structure more than 2,000 cultural houses and clubs, deriving from the “Dom Kulturi” net established during the past USSR period and spread all over the country within almost all the villages.

At central level, the network is managed by the Department of Cultural Institutions and Folk Arts of the Ministry of Culture and Tourism, Division of Folk Art and Intangible Cultural Heritage (Decision of the Minister nr. 01, 27 April 2015, *Statue of the Department of Cultural Institutions and Folk Arts*). The Department coordinates the activities of club institutions (cultural centers and branches, cultural houses and clubs), cultural and recreation parks in the territory of republic and controls their activities.

At peripheral level, the clubs are managed by the District/City Cultural Centers and regulated by Decree N: 8/2012 of Minister of Culture and Tourism *Approval of the Exemplary Regulations of Urban (District) Cultural Centers*. These are under the subordination of the Regional Culture and Tourism Offices of the Ministry according to the Order of the President of the Republic dated on 29 March 2016 on “*Upgrading organizational structure of the Ministry of Culture and Tourism of the Republic of Azerbaijan*”.

Their mission is to support and preserve intangible cultural heritage of folk art, also from a management point of view, to protect and develop non-material cultural heritage, to support creativity, to support restoration and to organize special conditions for the population to spend their leisure time. They could also work to create favorable conditions for private institutions and to support non-governmental organizations involved in the valorization of the intangible cultural heritage of Azerbaijan.

The Decree N. 1003/2016 of the President of the Republic of Azerbaijan on *Several measures for accelerating privatization and increasing management efficiency of state property* started the process of privatization of the Culture Clubs.

Before the decree the numbers of Culture Clubs in the Department were as follows:

Economic and administrative regions and towns	Number of clubs	Number of Cultural houses
Gabala district	19	13
Ismayilly district	24	7
Shamakhy district	23	8
Aghsu district	13	8
Gobustan district	11	4
Total	90	40

2.6.1 Current situation

In the *Culture Concept of the Republic of Azerbaijan*, approved by the Decree of the President of the Republic of Azerbaijan No. 273 dated 14th February 2014, the following task has been set: *Use of the available personnel at city (district) culture clubs – using their assistance for the development of subsidiaries for country studies, folklore and crafts as well as the foundation of culture parks utilizing modern technologies, creation of crafts workshops and their integration into the existing touristic route*, within the larger subject related to the Protection of immaterial culture heritage.

According to Decree N: 8/2012 of Minister of Culture and Tourism *Approval of the Exemplary Regulations of Urban (District) Cultural Centers* the clubs are at the present local entities supervised and coordinated by the Regional Departments of Culture and Tourism.

Cultural Centers' mission is as follows:

- a) to support the subject of folk art, to protect non-material cultural heritage, restoration and to organize special conditions for the population to spend their leisure time
- b) to support intangible cultural heritage of folk art in the legal, administrative, financial, methodical, informational, personal, material-technical and cultural-political points, for the improvement of international cooperation and non-material cultural heritage, regional history to preserve
- c) to preserve folklore and crafts creations, to develop non-material cultural heritage
- d) to support folk art and the application of modern methods in the management of the intangible cultural heritage
- e) to create favorable conditions for private institutions
- f) to support non-governmental organizations involved in the creation of the intangible cultural heritage of Azerbaijan
- g) to support creativity, to implement training, to detect young talents.
- h) to support infrastructure repair and construction works in the premises of the units
- i) to protect Azerbaijan's historical and cultural experience of life (traditions, holidays, ritual, symbol-secret) folk art, ethnography, folklore and crafts
- j) to organize local, national and international celebrations, concerts / performances / game, festival / competition, fairs / exhibitions, excursions / tours, conferences / seminars / lectures, cultural tour / info-tour and the cultural and educational leisure time other measures aimed at the organization;
- k) to support the documentary film, publication of books and booklets, tourist-information materials, visual aids and souvenirs.

2.6.2 Culture Clubs proposed for not to be privatized

The Ismayilli Regional Culture and Tourism Department envisages to keep the following 78 cultural centers/houses and clubs out of privatization process.

	Name of institution	Location
	ISMAILLI DISTRICT	
1	Ismailli district cultural center named after Heydar Aliyev	Ismailli city
2	Talistan village cultural house – creativity club	Talistan village
3	Diyalli village cultural creativity house	Diyalli village
4	Basgal settlement cultural creativity house	Basgal settlement
5	Sulut village cultural creativity house	Sulut village
6	Galagah village cultural house – creativity club	Galagah village
7	Gubakhelilli village cultural creativity house	Gubakhelilli village
8	Kurdmashi village cultural creativity house	Kurdmashi village
9	Təzəkənd village club	Təzəkənd village
10	Lahij settlement handicraft club	Lahij settlement
11	Shabiyan village club	Shabiyan village
12	Ashigbayramli village club	Ashigbayramli village
13	Gushenja village club	Gushenja village
14	Agbulag village creativity club	Agbulag village
15	Burovdal village club	Burovdal village
16	Galajig village handicraft club	Galajig village
17	Hajihatamli village club	Hajihatamli village
18	Ahan village club	Ahan village
	AGSU DISTRICT	
19	District cultural house center	Agsu city
20	Bijo village cultural handicraft house	Bijo village
21	Padar village cultural house	Padar village
22	Garagoyunlu village cultural ethnographic house	Garagoyunlu village
23	Kalva village cultural house	Kalva village
24	Rahimli village club	Rahimli village
25	Bozavand village ethnographic club	Bozavand village
26	Yenilik village club	Yenilik village
27	Goydellekli village club	Goydellekli village
28	Erebushagi village club	Erebushagi village
29	City Cultural house	
30	Çiyini village club	
	SHAMAKHI DISTRICT	
31	District cultural center	Shamakhi city
32	Goyler village cultural folklore house	Goyler Dagh village
33	Mirikend village cultural folklore house	Mirikend village
34	Bagirli village cultural folklore house	Bagirli village
35	Nagharakhana village cultural folklore house	Nagharakhana village
36	Chukuryurd village cultural folklore house	Chukuryurd village
37	Kerkenj village cultural handicraft house	Kerkenj village
38	Engekharan village ethnographic club	Engekharan village
39	Merzendiye village folklore club	Merzendiye village
40	Melikchobanli village folklore club	Melikchobanli village
41	Muganli village folklore club	Muganli village
42	Ehmedli village handicraft club	Ehmedli village
43	Meyseri village folklore club	Meyseri village
44	Medrese settlement ethnographic club	Medrese settlement
45	Demirchi village handicraft club	Demirchi village
46	Adnali village folklore club	Adnali village
47	Shirvan village folklore club	Shirvan village

48	Nuydi village folklore club	Nuydi village
49	Melhem village handicraft club	Melhem village
50	Garavelli village folklore club	Garavelli village
	GOBUSTAN DISTRICT	
51	Gobustan district cultural house center	Gobustan city
52	Gobustan city cultural house	Gobustan city
53	Sundu village cultural folklore house	Sundu village
54	Hilmilli village cultural house	Khilmilli village
55	Gurbanchi village handicraft club	Gurbanchi village
56	Nabur kend handicraft club	Nabur village
57	Jayirli village club	Jayirli village
58	Shikhzahirli village club	Shikhzahirli village
59	Chukhanli village club	Chukhanli village
	GABALA DISTRICT	
60	District Cultural Center	Gabala city
61	Vandam settlement cultural handicraft house	Vandam settlement
62	Boyuk Pireli village cultural folklore house	Boyuk Pireli
63	Nij settlement cultural creativity house	Nij settlement
64	Hajialili village cultural creativity house	Hajialili village
65	Gamarvan village cultural handicraft house	Gamarvan village
66	Bum settlement cultural creativity house	Bum settlement
67	Tuntul village cultural folklore house	Tuntul village
68	Zalam village cultural ethnographic house	Zalam village
69	Chukhur Gabala village cultural ethnographic house	Chukhur Gabala
70	Jigatelli village cultural folklore house	Jigatelli village
71	City N: 1 Ethnographic club	Gabala city
72	City N: 2 Ethnographic club	Gabala city
73	Amirvan village folklore club	Amirvan village
74	Kichik Amili village folklore club	Kichik Amili
75	Mammadagali village folklore house	Mammadagali village
76	Aydingishlag village ethnographic club	Aydingishlag village
77	Savalan village folklore club	Savalan village
78	Yenikend village ethnographic club	Yenikend village

A number of Cultural Clubs out of the above list will be considered for improvement in the framework of the present integrated plan.

2.6.3 Culture Clubs data collection for the Integrated Management Plan

A question form has been proposed to the cultural clubs listed below, identified by the Ismayilli Regional Culture and Tourism Department, in order to collect the following information:

- how many activities/events they organize and the number of attendees on an annual basis, the number of population potentially served, the opening times.
- the condition of the premises and the infrastructure facilities (internet, mobility etc.)
- which level their activity is oriented to (local, district, regional, national, etc.) and which is their main targeted public.
- what kind of cultural activities they usually offer (related to publishing, cinema, art, music etc.)
- the real level of implementation of duties established by the current rules;
- what are the major cultural asset in the area served, the situation of tourism
- how they arrange activities (either autonomously or by hosting activities arranged by other organizations)
- how many people are involved in the organization (structured staff/volunteer staff; age)
- the approximate annual budget of the organization, where it is mainly coming from (public or private funds, ticketing, supply of services, etc.) and an evaluation of cost convenience.
- possible cooperation with other institutions
- what kind of activities are the most requested ones
- the main present gaps and needs of the organization, as perceived by the staff

Name of cultural club	
Shamakhi district	
1	Shamakhi district Cultural Center
2	Goylar village Folklore house
3	Bagirli village Folklore house
4	Chukhuryurd village Folklore house
5	Nagharakhana village Folklore house
6	Karkanj village Craftsmanship house
7	Marzandiyya village Folklore club
8	Mughanlı village Folklore club
9	Shirvan village Folklore club
10	Madrasa village historic-ethnographic studies club
11	Malham village Craftsmanship club
Qabala district	
12	Qabala District Cultural Center
13	Bum settlement Creativity house
14	Jigatel village Folklore house
15	Hajalli village Creativity house
16	Savalan village Folklor club
17	Yenivillage village Diyarşünashlıq club
18	Əmirvan village Folklor club
Qobustan district	
19	Qobustan district Cultural center
20	Sundu village Culture house
21	Khilmilli village Culture house
22	Gurbanchi village club
23	Qobustan city Culture house
İsmayılı district	
24	İsmayılı district Cultural center
25	Diyalı village Creativity house
26	Kurdmasi village Creativity house
27	Qubakhalilli village Creativity house
28	Lahij village Craftsmanship Evi
29	Qalagah village Creativity house
30	İsmayılı City Creativity club
31	Basgal settlement Creativity house
32	Galajig village Craftsmanship club
33	Talistan village Creativity house
Aghsu district	
34	Aghsu district Cultural center
35	Qaraqoyunlu village Historical-etnographic studies house
36	Bozavand village Historical-etnographic studies club
37	Rahimli village club
38	Padar village Historical-etnographic studies house
39	Arabushagi village club
40	Kalva village Culture house
41	Yenilik village Craftsmanship club
42	Bijo village Craftsmanship house
43	Goydallakli village club

Results are available under annex 2.

3. Azerbaijan in the international network of cultural tourism development programmes

Azerbaijan is currently involved, as a country member, in the network of the following international initiatives focusing on cultural tourism development:

3.1 Council of Europe “Cultural Routes”

The Cultural Routes of the Council of Europe are an invitation to travel and to discover the rich and diverse heritage of Europe by bringing people and places together in networks of shared history and heritage. Four certified Cultural Routes crossing Azerbaijan.

3.1.1 The European Route of Jewish Heritage (2004)

The Jewish people are an integral part of European civilisation, having made a unique and lasting contribution to its development through the millennia right up to today. The Cultural Routes programme, involving 19 countries, is an innovative and exciting way of bringing this remarkable story to the attention of a wider audience.

3.1.2 Iter Vitis Route (2009)

The Iter Vitis Route in Europe, involving 18 countries, has its origins in the role of the agricultural landscape linked to wine production as an element of European identity. It brings together European citizens from the Atlantic to the Caucasus, and from the Mediterranean to the Baltic, representing the diversity of European identity. The aim of this Route is to focus on the wine-growing landscape as a sustainable tourism destination.

3.1.3 Prehistoric Rock Art Trails (2010)

Prehistoric Rock Art is the art of the first Europeans. It appeared in Europe 42,000 years ago and continued until the Early Iron Age in some regions. Since the scientific recognition of the Cave of Altamira in 1902, Prehistoric Art has constituted an important cultural and tourism resource for Europe, as the first major cultural, social and symbolic expression of humankind.

3.1.4 European Route of Historic Thermal Towns (2010)

Thermalism - the therapeutic use of hot springs - has been prevalent in Europe from ancient times to the present day. Many of the towns along this route were known during Roman times, and several have impressive ruins of baths and associated spa buildings. The most famous towns reached the height of their renown during the 18th and 19th centuries, when a wide range of new medical and health treatments were developed, and when travel became much easier with the arrival of the railways. The prestigious political and cultural elite travelling to Europe's spas, creating centres of cultural exchange in numerous cities, may be said to have launched modern tourism as we know it. These celebrities cemented the reputation of the thermal spa towns and gave birth to a real trend, the development of prestigious hotels and a variety of leisure activities, ranging from the first casinos to musical theatres, to covered promenades and landscaped gardens for the entertainment of fashionable tourists.

3.2 World Tourism Organization (UNWTO) programmes

3.2.1 Silk Road Programme

Collaborative initiative designed to enhance sustainable tourism development along the historic Silk Road route. It aims to maximize the benefits of tourism development for local Silk Road communities, while stimulating investment and promoting the conservation of the route's natural and cultural heritage. Additionally, it is working to foster greater co-operation between Silk Road countries and regions, with the established aim of creating a seamless and memorable Silk Road travel experience.

3.2.2 Western Silk Road Tourism Development Initiative

Tourism project aimed at revitalizing the Silk Road heritage located in the European region, from the Caspian Sea, around the Black Sea and along parts of the Mediterranean basin. The project is designed to strengthen and diversify the tourism offer of Western Silk Road destinations as well as enhance regional cooperation and cross-border partnerships.

3.3 UNESCO Silk Road project

3.3.1 Definition

The Ismayilli Department is located along one of the routes of the historical Silk Road network. UNESCO started in 1988 a comprehensive project on 'Silk Road' focused on the interchange of cultures. In close cooperation with international partners, UNESCO organized a wide range of activities (e.g., field studies, expeditions, symposia, publications, etc.) to enhance the understanding of the cultural interactions that forged the diverse identities and heritages of the peoples concerned. Azerbaijan is one of the 55 State Parties involved in this project.

The term ‘Silk Roads’ refers to a vast network of land and maritime trade and communication routes connecting the Far East, Central Asia, the Indian sub-continent, Iranian and Anatolian plateaus, the Caucasus, the Arabian peninsula and the Mediterranean region and Europe. The incessant movement of peoples and goods along these routes resulted in an unprecedented transmission and exchange of knowledge, ideas, beliefs, customs and traditions over three millennia.

3.3.2 The Silk Road online platform

The Silk Road Online Platform has been set up by Kazakhstan, Germany, Oman, Azerbaijan to reopen dialogue along these historic lines of communication by collecting and making accessible worldwide scholarship about the Silk Roads and engaging a global audience in a deeper understanding of the diversity and interdependency of the cultures and peoples along these routes. Regional and local communities from more than 55 countries are involved in this collective endeavour by sharing and promoting their Silk Road archives, publications, photographs and audio-visual documents.

3.3.3 Azerbaijan in the Silk Road UNESCO Project

Azerbaijan was on the path of the Roads and made a significant contribution to the development of this global transit network. The goods and products of Azerbaijani towns and settlements spread along the Silk Roads with great success, and its towns had long been known to act as centres of culture, science and education. Oil, carpets, raw silk, silk fabrics, cotton, weapons, dried fruits, salt, precious stones, jewellery, alum, saffron, natural dyes, polychrome pottery, wooden utensils, non-ferrous metals, sturgeons, caviar and ironwood were the main exports of Azerbaijan. Bilateral land and sea routes linked Azerbaijan with China, Syria, India, Asia Minor, Iran, Egypt, Russia, the Arabian Peninsula, North Africa and Europe. The British used to lay their routes to India via Azerbaijan, Indian merchants traded in spices and cashmere fabrics with Baku and Shamakhi.

3.3.3.1 Tangible benchmarks

The Silk Roads in Azerbaijan passes several cities in the north-western direction. They go through four of the historically most important cities of the region.

- Shamakhi, located on the crossroads of caravan routes linking Europe with Asia, the city played an important role in the international silk trade. Merchants from all over the world would go to numerous bustling bazaars there. Shamakhi was a major commercial centre and the commodities exported from here were silk, carpets and rugs. According to the testimonies of travellers, Shamakhi supplied the best silk, which used to produce fabrics such as brocades, darai, diba and zarbaft. The city was also famous for its wine, exported mainly to Western Europe.
- Basgal is one of the oldest settlements situated on the Silk Roads and in the 16th- - 17th centuries it was one of the most important silk-weaving centres. The other distinctive feature of Basgal is that already in the Middle Ages this settlement had a sophisticated sewage system and every household had a bath.
- Lahij is a monument of the ancient urban and architectural art, protected by the State. Lahij is a well-known craft centre for production of cold steel arms, copper ware decorated with engraved design and etc.

- Gabala is a city that became known 2400 years ago. The city was surrounded by strong defensive walls, behind which palaces, houses of the nobility, pavilions, bazars and places of worship were being developed. The city was famous for silkworm breeding and horticulture’.

3.3.3.2 Intangible benchmarks

It is important to reiterate that “Traditional art and symbolism of Kelaghayi, making and wearing women’s silk headscarves”, “Traditional art of Azerbaijani carpet weaving”, “Novruz” and Ashiqs have all been included into the UNESCO *Representative List of the Intangible Cultural Heritage of Humanity*.

- Kelaghayi, making and wearing women’s silk headscarves: Rooted in traditions found along the Great Silk Road, the art of Kelaghayi is concentrated in two locations in the Republic of Azerbaijan: the city of Sheki and the Basgal settlement. The art of Kelaghayi making is transmitted through non-formal apprenticeship only, and is primarily a family occupation. Each family has its own stylistic features and patterns. The traditional practice of making and wearing headscarves is an expression of cultural identity and religious traditions and a symbol of social cohesion, reinforcing the role of women and strengthening the cultural unity of Azerbaijani society.
- Carpet-weaving is a popular tradition in Azerbaijan. Carpet weaving is closely connected with the daily life and customs of the communities involved, which role is reflected in the meaning of the designs and their applications. There are special carpets woven specifically for medical treatment, wedding ceremonies, the birth of a child, mourning rituals and prayer, Novruz.
- Celebration of Novruz Bayram (the regional New Year) on the 1st day of spring is one of outstanding traditions that have been transmitted along the Silk Road. It traveled widely, from Central Asia to Turkey by passing from, Indian sub-continent, Afghanistan, Iran, Azerbaijan and other countries. Novruz promotes the values of peace and solidarity between generations and within families, as well as reconciliation and neighbourliness, thus contributing to cultural diversity and friendship among peoples and various communities.
- Ashiqs’ art is considered an emblem of national identity and the guardian of Azerbaijani language, literature and music. Even as Ashiqs represent the consciousness of a people, they also help to promote cultural exchange and dialogue: Kurds, Lezhins, Talishes, Tats and other ethnic groups living in the country often perform the Ashiqs’ art, and their poems and songs have spread across the regional art and traditions.

4. Ismayilli Regional Culture and Tourism Department key attractors and development opportunities

4.1 Identification of Department's key attractors

Within a local cultural system, key attractors are territorial assets that due to their significance have the highest potential to drive cultural demand or be iconic components contributing to a territory image for both the local community or external visitors.

As those assets are usually the primary resources able to attract tourism or sustain cultural participation by the local community their role in an integrated approach is relevant as they can be addressed with actions to generate, through proper linkages, positive spill over effects on the enhancement of other resources within the local cultural system.

It is important to notice that key attractors in a given area can be found simultaneously in various sectors of the local cultural system. For example, in a given region we can have a monument of outstanding value that already attract visitors, but at the same time a renowned traditional craft production which strongly characterize the cultural image of the place. Equally, the analysis may end up acknowledging that in a given area the local cultural system does not express any key attractor.

A first identification based on the situation analysis, on the cultural significance of the single assets, on the perception of their relevance by locals, their touristic appeal and on the mapping of each cultural resources present in the area (see Chapter 2 and Annex 3) allowed to identify the potential key attractors listed in the following tables. The presence and radication of local traditions and of institutions like Culture Clubs has also been considered as an asset in the evaluation of the potential key attractors.

4.1.1 Ismayilli district

The main potential attractors of the area are recognized in the

- city of Ismayilli, for the rich presence of different cultural expressions and its natural context;
- village of Lahij, for the presence and radication in the local community of the traditional craftsmanship know how in copper making;
- village of Basqal, for the presence of the historical State Reserve, the local museum, and the silk scarves making tradition;
- Ivanovka villlage, especially of the presence of the Molokans community and the traditional food and beverages productions;
- Sulut village, for its archaelogical complex.

	Tangible heritage	Museums/ libraries	Intangible heritage	Food and beverage	Culture clubs	Natural heritage
Ismayilli city		Ismayilli History and Ethnograph y Museum	Novruz Bayrami celebration	Mazoni	Ismayilly Creativity Club	Ismayilli State Reserve (proxime)
		Ismayilly State Art Gallery	Art of Azerbaijani Asiq	Honey	Ismayilli District Cultural Centre	
		Ismayilly Central Library	Art of carpet weaving			
		Ismayilli District Heydar Aliyev Center				
Lahij village	Lahij State Historical and Cultural Reserve	History and Ethnograph ic Museum	Tat language		Craftsmans hip Evi	
			Copper crafts			
Basqal village	Basqal State Historical and Cultural Reserve	Basqal Silk Museum	Kelaghayi, making and women’s silk scarves		Basqal Creativity House	
	Khan village habitation					
Ivanovka village			Community of Molokans	Local Wine		Cultural Landscape
				Cheese and milk products		
Sulut village	Archeological complex					

4.1.2 Shamakhi district

The main potential attractors of the area are recognized in the

- city of Shamakhi, for its history as former capital, and the rich cultural tangible heritage, such as the ancient part;
- Goylar Daghi village for its high valuable mosque and built heritage;
- Chukhuryurd village for the heritage linked with the community of Molokans and the lake landscape; Nagharakhana village for the folklore house and the high appreciated natural landscape;
- Melhem village for the Tat language, the rich archeological complex and the intangible heritage preserved by the craftsmanship club.

Shamakhi	Tangible heritage	Museums/ libraries	Intangible heritage	Food and beverage	Culture clubs	Natural heritage
Shamakhi city	Ancient Shamakhi city	Museum Of History and Ethnograph y		Mazoni	Shamakhi District Cultural Center	
	Galeyi Baygurt	Shamakhi District Heydar Aliyev Centre		Madrasa		
	Juma Mosque	Sabir House Museum				
	Shakhandan Mausoleum	Shamakhi State Art Gallery				
		Shamakhi Central Library				
Goylar Dagħ village	Goyler Mosque			Galajig (wine production)	Goylar Dagħ Folklore House	
	Pir Mardakan tomb					
Chukhury urd village	Two brothers barrow		Community of Molokans			Chukhury urd lake
	Barrows complex					
	Necropolis					
Nagharak hana village					Nagharakhan a Folklore House	Landscape
Melhem village	Archeological complex		Tat language		Melhem Craftmanship Club	

4.1.3 Agsu district

The main potential attractors of the area are recognized in the city of Agsu, for its cultural heritage, such as the

- Javanshir ancient settlement,
- Yeni Shamakhi relics and Sheykh Dursun tomb, completed by a rich
- intangible heritage, see the Mugham tradition, the Novruz celebration, the local culture club, but also the wine production long tradition;
- Ulguj village, Nuydu village and Nuran village for their archeological and historical complexes.

Agsu	Tangible heritage	Museums/ libraries	Intangible heritage	Food and beverage	Culture clubs	Natural heritage
Agsu city	Javanshir ancient settlement	History and Ethnographic Museum	Novruz bayrami celebration		Agsu Cultural Center	
	Yeni Shamakhi relics	Agsu District Heydar Aliyev Center	Azerbaijani Mugham			
	Sheykh Dursun tomb	Agsu Central Library				
Ulguj village	Ancient city of Agsu remains					
Nuydu village	Ancient cemetery, temple and habitations					
Nuran village	Garachibulag settlement					
	Garachukha necropolis					

4.1.4 Gabala district

The main potential attractors of the area are recognized in the

- city of Gabala for the Historical Cultural Reserve, the archeological center, but also the
- intangible heritage, valorized by the Gabala International Music Festival and the International Murabba Festival, linked with the local food and beverages productions;
- Nij village for the rich tangible heritage, such as the castle and the heritage linked with culture of Udi's ethnic group;
- Bayramkokhali village for its built heritage and the natural landscape.

Gabala	Tangible heritage	Museums/ libraries	Intangible heritage	Food and beverage	Culture clubs	Natural heritage
Gabala city	Gabala Archaeological Center	History and Ethnographic Museum	Gabala International Music Festival	Murabba	District Cultural Center	Shahdag National Park
	Gabala Historical Cultural Reserve	House Museum Of Ismayil Gutgashinli	International Murabba Festival	Lavash		Nohur lake
		Gabala State Art Gallery				
Nij village	Albanian-Udi Churches		culture of Udi's ethnic group			

	Nij Castle					
Bayramko khali village	Seven hills (Yedditəpə) habitation					Ustajan hill
	Ustajan castle					

4.1.5 Gobustan district

The main potential attractors of the area are recognized in the

- city of Gobustan for the Diri Baba mausoleum, but also the active cultural life, see the culture club and center, the Novruz Bayrami celebration and the Art of Azerbaijani Asiq;
- Sundu village and Nabur village for their built heritage, but especially for the carpet weaving know how.

Gobustan	Tangible heritage	Museums/libraries	Intangible heritage	Food and beverage	Culture clubs	Natural heritage
Gobustan city	Diri Baba Mausoleum	Gobustan Heydar Aliyev Center	Novruz Bayrami celebration		Gobustan District Cultural Center	
	Gobustan habitation	Gobustan Central Library	Art of Azerbaijani Asiq		Gobustan Culture House	
Sundu village	Gadirtapa barrow		Carpet Weaving		Sundu Culture House	
	Kurlar settlement					
	Aghlayan fortress					
Nabur village	Fortress		Carpet weaving		Kend handicraft club	

4.2 Summary of the data collected

The following tables present the main strenghts and weaknesses per each of the sectors analized in the situation analysis together with the opportunities for future development to improve the area potential through an integrated approach to territorial resources.

4.2.1 Natural heritage

<i>Strenghts</i>	<i>Weaknesses</i>
<ul style="list-style-type: none">• Presence of high valuable areas with natural significance• Presence of authentic natural landscapes• Presence of protected areas• Presence of a various climatic spectre	<ul style="list-style-type: none">• Lack of informations and communication material• Inadequate infrastructures to reach the areas• Lack of data regarding the natural environment conservation activities

Opportunities for development related to natural heritage

- ✓ Valorization of natural areas through outdoor and sport activities
- ✓ Possibility to develop slow tourism and eco tourism
- ✓ Possibilities to better develop the accessibility of the natural areas
- ✓ Possibilities to use natural areas and scenarios to valorize the cultural heritage of the area as well the cultural activities and events

4.2.2 Cultural heritage

<i>Strenghts</i>	<i>Weaknesses</i>
<ul style="list-style-type: none">• Presence of high valued historic and cultural sites• Variety of the cultural heritage resources in the area• Diffused presence of intangible cultural heritage• Strong community radication to places and traditions• Well preserved authentic villages• Presence of active stakeholders in culture sector	<ul style="list-style-type: none">• Inadequate coordination among the cultural initiatives of the different areas• Lack of information materials about cultural heritage• Inadequate visitor management initiatives and systems• Difficult accessibility to the majority of interesting sites

<ul style="list-style-type: none"> • Presence of active cultural centers at local level • Presence of different UNESCO designations 	
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Opportunities for development in the cultural heritage sector

- ✓ Improvement of the information related to cultural heritage areas
- ✓ Creation of connections to reach the areas with cultural significance and potential attractivity
- ✓ Creation of cultural routes to connect the different cultural significant areas and communities
- ✓ Improvement of the coordination among the different stakeholders and operators
- ✓ Creation of partnerships between the public and the private sectors for the valorization and management of cultural heritage resources

4.2.3 Food and beverages

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> • Good quality level of the raw materials • Presence of a diffused gastronomic tradition in the local communities • Presence of new active entrepreneurs in the food sector • Presence of active NGOs • Presence of Slow food presidia in the country 	<ul style="list-style-type: none"> • Limited awareness of the potential market of products • Inadequate valorization and recognisability of products • Limited quality standards of products

Opportunities for development related to the food and beverages sector

- ✓ Creation of collaborative networks among the different traditional food and beverages producers present in the area
- ✓ Tourism valorization of rural areas through the realization of a new offer of accommodation services
- ✓ Development of the organic food production and “0Km” productions
- ✓ Development of proper tools for protecting the local know how and promoting the local productions

4.2.4 Crafts and traditional productions

<i>Strenghts</i>	<i>Weaknesses</i>
<ul style="list-style-type: none">• Well radicated traditional knowledge• Good variety of artisanal products (carpets, copper, silk...)• Production located and radicated in small villages communities• Presence of rooted know how• Presence of active NGO	<ul style="list-style-type: none">• Inadequate promotion and valorization of local traditional crafts and products• Very limited openness to external markets• Decreasing number of local craftsmen and of local <i>savoir faire</i>• Limited awareness of the potential market of products• Poor innovation level of the craft productions

Opportunities for development in relation to Crafts and traditional productions

- ✓ Possibility to recognise and better valorize high quality local products
- ✓ Possibility of intercept new audiences and markets for local arts and crafts products
- ✓ Opportunity to innovate the product design and enlarge the interested public
- ✓ Opportunity to encourage the demand of residents and visitors for the local traditional productions
- ✓ Strengthening creativity, openness and entrepreneurship of the local community in the productive and craft sectors and promoting innovation

4.2.5 Tourism sector

<i>Strenghts</i>	<i>Weaknesses</i>
<ul style="list-style-type: none">• Variety of touristic resources• Adequate offer for high level targets• Diffused presence of private tour operators at local level• Strong interest of the government to develop a “Touristic corridor” from Baku to Georgia	<ul style="list-style-type: none">• Inadequate infrastructure and communication channels• Inadequate tourist accomodations and facilities• Inadequate touristic informations and communication material at international level• Unsufficient touristic campaigns to promote the area

Opportunities for development in the Tourism Sector

- ✓ Valorize the opportunities deriving from the project of realizing a Tourist Corridor between Baku and the border with Georgia

- ✓ Create international touristic guides and touristic promotion material addressed to different targets
- ✓ Create connections between tourism and other economic sectors and activities in the area
- ✓ Possibility of attraction of new international tourism networks and to develop the existing audience
- ✓ Create new cultural routes to connect the different attractors and to allow a deeper experience of the area

4.3 Main needs resulting from the analysis

Starting from the evaluation of all the data and information collected in the previous paragraphs, the main questions to address in terms of objectives and actions for an integrated management of the cultural resources of Ismayilli Department can be briefly summarized as follows:

i. Physical accessibility and connections:

There is a clear need to improve the physical accessibility and the connections among the different potential attractors of the area, and, in general, the need to improve the accessibility of the area. The plan to establish a touristic corridor crossing the different provinces between Baku and Balakan represent in this sense a relevant asset to be used for the development of the inner areas and villages.

ii. Coordination among the different actors

There is a need to improve the coordination connections among the different actors responsible for managing the cultural resources of the area. A fundamental aspect to address is the improvement of the coordination among the different public sectors concerned by the cultural activities and between the public and private operators, in order to achieve a large convergence of interests among all the potential stakeholders and to activate all the possible resources to sustain the valorization process.

iii. The role of Culture Clubs

To sustain the general organization and governance of the cultural activities in the area, together with the need to improve the coordination of the different actions, there is the need and opportunity to valorize and refunctionalize the culture clubs, largely diffused in all the territory, which represent, aside their symbolic value, an important asset to promote education, cultural activities, connections, informations, and in general, a very useful vehicle to a proper coordination and integration of the cultural activities in the interested area.

iv. Improve the general attractivity and the cultural offer

In order to improve visitors number, there is a need to valorize the cultural offer, and more in general, the cultural experience of the Ismayilli Department, starting from the identification of the existing assets (attractors) and their potential, the proper coordination of the different players, and a efficace integrate promotion through valuable and targeted channels.

v. Information and communication

The need to valorize – using a different set of information channels like physical signage, information materials, web, media and social media campaigns - the general image of the area, of its attractors, starting for a proper information about its identity, its assets and its potential, in terms of cultural and touristic offer, and including the variety of cultural expressions it offers, from tangible heritage to intangible and cultural based productions.

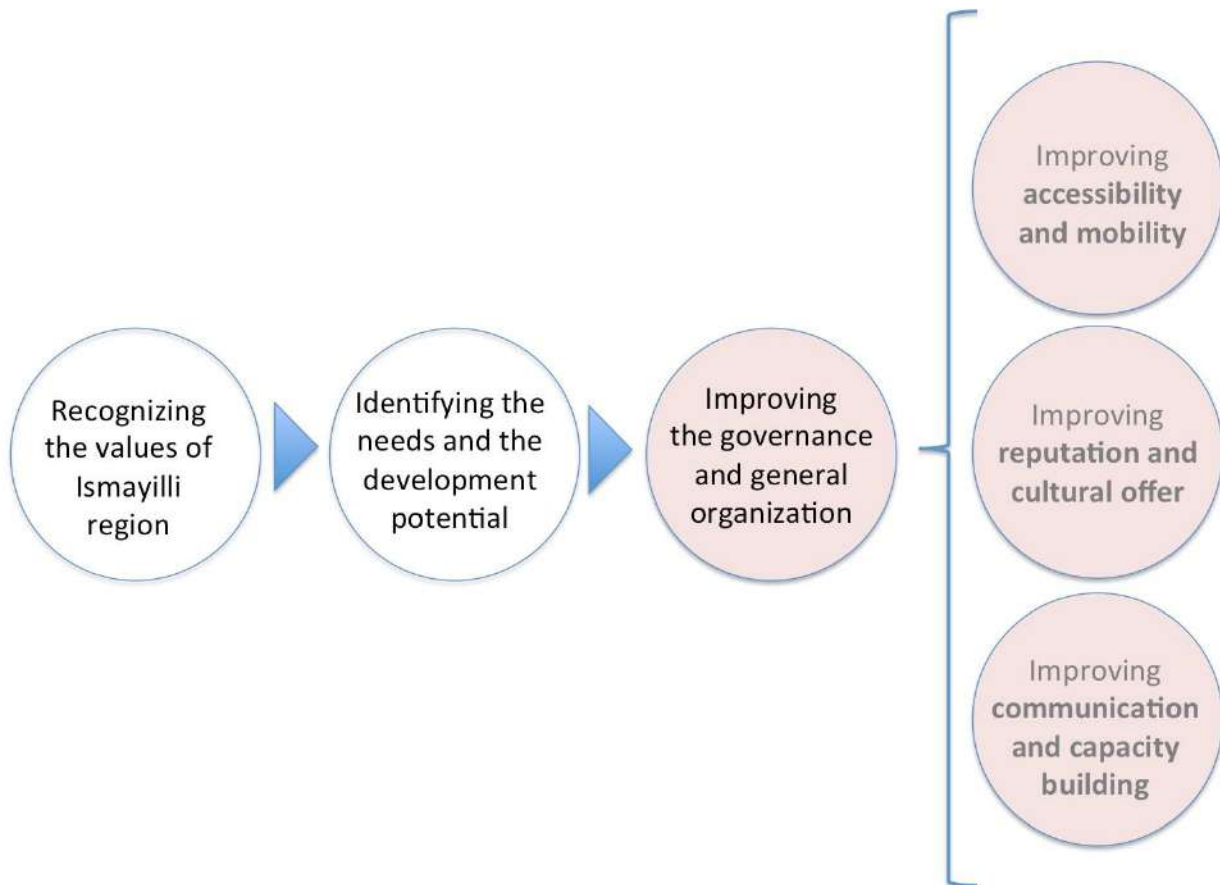
vi. Improve local capacities towards culture and touristic activities

The need to empower the capacities of the local actors involved in cultural activities and the touristic offer, in order to set-up a long lasting and radicated valorization process.

In the next chapter, objectives and actions are defined on the basis of the needs here identified.

5. Ismayilli Regional Culture and Tourism Department Integrated Management Plan

5.1 Integrated Management Plan governance mechanism



The logic chain of the plan for the integrated management of the cultural resources of Ismayilli Department

5.1.1 Methodology and goals of the Integrated Management Plan

The implementation of the integrated management plan for the Ismayilli Department is intended to put in place a shared method of planning and integrated planning, which considers the territorial context not only a "continuum" between archaeological parks, museums, monuments and nature reserves, but also a vehicle for the production and enjoyment of high-value goods and services of intangible value. An effective integrated management system should thus be able to add value to the single cultural and natural resources of the whole area, in particular through:

- contributing to the knowledge of local cultural heritage, both inside and outside the district;
- creating integration between different cultural products and services, making them attractive, economically and environmentally sustainable and geared towards socio-economic development;
- improving the mobilization of cultural development potential and contribute to the creation of employment and well-being;
- strengthening biodiversity and the development of agricultural and natural systems, creating a dynamic and innovative agro-food sector in terms of knowledge and quality of the food chain;
- strengthening the visibility and recognition of Ismayilly District and its products to the outside;
- developing a shared programming and integrated planning mode that can handle the creation of further organic interventions consistent with cultural themes in the medium and long term;
- enhancing the role of cultural heritage spread in the territory as a great generator of stimuli and a flyer of immaterial knowledge hidden in the landscape, monuments, villages and squares, thus returning to be a source of inspiration for the creative class;
- considering each site as a cultural, current or potential system, and therefore as an active place of knowledge, research and production;
- encouraging and support the cultural demand of residents and visitors by using a wide range of offers ranging from music festivals to exhibitions, from traditional events to parks, from libraries to museums.

5.1.2 Governance coordination

The optimal characteristics of a well established and functioning cultural-touristic integrated management plan for the region include the necessity to reach:

- a good level of cooperation among the different cultural (tangible and intangible) and natural resources present in the Ismayilli Department, and of the reciprocal concerned actors;
- the collaboration and participation by both the public and private sectors;
- the capacity to integrate cross cutting functions;
- a dense interaction between the tourist site and the surrounding areas;
- a significant development of increasing returns of scale and returns of scope;
- a progressive accumulation of savings;
- the capacity to consolidate a positive territorial image and to enter the international markets;
- the ability to produce positive externalities.

Implementing the plan for an integrated management of the cultural resources of the area needs thus to enhance the governance capability by public and private actors. The suggested measures should in fact be realized under the lead and rule of the government, with the overall scope to maximize the effects on the concerned territories, monitor the achieved results and coordinate the follow up of the process.

The involvement and partnership with the private sector for maximising the integration of the cross cutting functions also represents a resource. Private sector could be engaged in the following forms:

(see the report: Component 1 - Cultural Sector Policy and Governance Reform, Activity 1.5: Supporting in elaboration of a roadmap for full implementation of a new culture sector governance model and of an Administrative Reform Plan with 'milestones' and timetable, par 1.1.3 Possible Public/Private/Partnership figures):

- **Consortium**
Combination of companies and governmental bodies formed to undertake an enterprise beyond the respective resources
- **Public-Private Company**
Limited Liability Company set up jointly by public and private parties (PP-LC), with public majority capital. Figure used for managing local public services of economic importance, and related instrumental activities.
- **Foundation**
Private legal entity established through a strict tie between the endowment and the institutional objectives
- **Sponsorship**
Offer to private entities to publicize name, logo, brand or products, upon payment in goods, services or other benefits
- **Service Concession**
Entrustment of services management to private concessionaires

The Culture clubs (5.1.3) present in the area could also serve the purpose to support the governance system, acting as data collection points and local focal points of the central government as well as information points to the visitors and citizens.

5.1.3 Improved functions of Culture Clubs

The existing Culture Clubs can play a crucial role in reaching an integrated management of the cultural resources of the area, playing as resources to accompany the modernization process towards the development of the Cultural District of Ismayilli.

Culture Clubs, whose presence is highly diffused in the territory, could in fact play as territorial and community references, to facilitate the integration of function, the information about the ongoing initiatives, and a focal point for visitors as well.

Beyond the functions presently enforced on the basis of the current legal framework, the selected Culture Clubs will constitute points of reference for the implementation of the Integrated Management Plan.

To this purpose, Clubs will serve as desk and infopoint for providing information and interpretation services to the guests coming in the region, to facilitate and support visitors' experience in the respective spot of interest. In particular these will:

- present their own activity in safeguarding non-material cultural heritage traditions, holidays, ritual, symbol-secret, ethnography, folklore and crafts of the spot of interest;

- inform visitors orally and by distributing printed materials about the naturalistic, archaeological and historical features of the spot and its surroundings;
- support the visitors in arranging accommodation in hotel, guesthouses, as well as booking in restaurants, or reserving transportation services;
- showcase and sell local traditional handicrafts and agricultural products;
- organize guided tours and excursions;
- develop and promote education and educational programs addressed to the locals.

In addition, the spaces of Culture Clubs could serve as places to organize meetings, events, laboratories open to inhabitants and visitors. Being organized on a mix of functions, they could in fact act as a stimolous for disseminating the culture values of the area, providing information to tourists and collecting information from tourists, promote cultural activities, plan educational and capacity building activities, actively involving the locals towards the integrated management of cultural resources logic, implementation and monitoring.

5.2 Objectives and actions for an integrated management of Ismayilli cultural resources

A number of measures are proposed to implement the strategy for achieving an integrated management of the territorial resources present in the Ismayilli area. Such measures should facilitate the conditions for the valorization of the key attractors of the area, for start up of the process and for accompanying the different phases of the program, in order to make every component of the district work in synergy with the others and to create a long lasting valorization process. To become and function as touristic destination, a place should present the following basic characteristics:

- to have accessible information about the places and its life and activities;
- to be physically accessible;
- to offer an attractive credible image;
- to offer acomodation structures and services;
- to promote his attractions and offer events.

The following measures are thus proposed to comply with these basic requirements. The measures, divided per sectors, are finalized at reaching the following objectives, defined on the basis of the needs identified at par. 4.3:

a) Accessibility and welcoming

- Actions for improving accomodation infrastructures;
- Actions for improving general accessibility of the area;
- Actions for managing visitors through the adoption of a visitor card;

b) Cultural offer and reputation of the area:

- Actions for establishing a collective trademark for crafts and traditional productions;
- Actions for establishing a common communication brand of the place;

- Actions for improving the cultural events like festivals, folklore, local gastronomy and outdoor events for the appreciation of the area;
- Actions to dynamize the region by improving cultural events like festivals, folklore, local gastronomy and outdoor events for the appreciation of the area;

c) Communication and capacity building

- Actions for the realization of touristic materials;
- Actions for the creation of a web based portal for promotion and tourism services (including e-commerce services);
- Actions for the setting-up a capacity building program for operators in the culture and tourism sectors.

Each of the proposed actions is analyzed by defining:

- objective, to define the main goals of the proposed action, with reference to the needs identified at par. 4.3;
- activities to implement, to concretely identify the operational activities that should be implemented for achieving the objective;
- main expected results, to highlight the main impacts expected by the action implementation
- expected impacts at the country level, to identify the capacity of the action proposed to create effects also at the national scale and in the long term;
- main interested sites/areas, to identify the possibly main components of the area interested by the proposed action;
- good practices/references, as a reference to already implemented experiences in other realities (the full list of the mentioned good practices is presented in chapter 5.4);
- indicators of achievement, as first indications for the monitoring and evaluation of the plan;

5.2.1 Accessibility and welcoming

The main actions able to improve accessibility, welcoming, attractivity and the overall reputation of the area can be shortly elaborated as follows:

5.2.1.1 Actions for improving accommodation infrastructures

Objective:

The aim of this action is to integrate the existing accommodation offer with additional hospitality dedicated to experience tourism and responsible tourism in particular, for instance incentivating forms of diffused hotel and rural houses, in order to complete and diversify the touristic services to different targets. Incentivate the multifunctionalism of agricultural farms, to provide services dedicated to the visitors could also be proposed.

Activities to be implemented:

- analyze the tourism potential, implementing surveys to understand the trends and targets (eg: number of visitors/tourists; age; gender; national/International visitor/tourist; motivation of the visit (type of tourist); lifestyle (educational background, professional activity, income); number of day staying in the city; money invested on the visit; means of transportation.
- provide incentives to the privates to set-up new accomodation facilities;
- incentive rural houses owner to offer accomodation services;

- incentive to farms to multifunctionalize their space towards visitors accommodation;
- provide an offer of local traditional products (“0Km”) in the accommodation structures;
- equip the accommodation facilities with spaces for tourist experience (eg. gourmet and cooking lessons; craft making);

Main expected results:

- ✓ to have an improved accommodation offer tailored on specific target groups of tourists and visitors;
- ✓ to offer a renovated and modern set of accommodation services for visitors;
- ✓ to improve the touristic infrastructure in the region;

Expected impacts at the country level:

Given the relevant extension of the concerned area, this action would have a relevant impact also in the overall improvement of the touristic infrastructure of the whole country.

Main interested sites/areas:

- all the Department, in particular historic settlements and villages;
- rural compounds;
- areas along the thematic itineraries;
- Gabala district;
- Ismayilli district;
- Shamakhy district;
- Agsu district;
- Gobustan district;

Good practices/references (refer to Chapter 5.4):

- 5) S. Stefano di Sessanio diffused hotel (Abruzzo, Italy)
- 11) Sweet Mountains (North Italy)

Indicators of achievement:

- Number of new accommodation facilities (hotels, restaurants, coffee shops,...) realized;
- Number of rural houses opened;
- Number of rooms available;
- Number of farms which activated multifunctional activities;
- Number of new tours proposed;

5.2.1.2 Actions for improving transportation and tourism mobility

Objective:

This proposal aims at improving the transportation and mobility services in order to facilitate the movements of the visitors to reach Ismayilli key attractors. Possible actions include dedicated and coordinated signage to relevant places and info point to access mobility services. A great potential would come, in the long term, from the opportunity of realizing connecting services between the key attractors of the area and the new planned railway line connecting Baku-Tiblisi-Kaers and crossing the region.

Activities to be implemented:

- realize or complete trails to reach the areas identified as key attractors for tourism;
- realize signages in the most significant areas of the region;
- set-up infopoints in every village (eg in the local Culture clubs premises);
- set-up mobility services (touristic bus, shuttles, cars, bikes rentals...) to reach the most attractive and remote places;

Main expected results:

- ✓ to improve the area accessibility;
- ✓ to improve the internal mobility of the area;
- ✓ to set new opportunities for the fruition of the area;

Expected impacts at the country level:

The implementation of this action would be extremely relevant for improving mobility and accessibility at the country scale.

Main interested sites/areas:

- Areas along the thematic itineraries;
- Key attractors;
- Gabala district;
- Ismayilli district;
- Shamakhi district;
- Agsu district;
- Gobustan district;

Good practices/references (refer to Chapter 5.4):

- 9) Jiuzhangou (China)

Indicators of achievement:

- Number of signages and infopoints realized and located;
- Number of mobility services realized;
- Number of connection services per each key attractor of the area;

5.2.1.3 Managing visitor flows through the adoption of a “Ismayilli experience” visitor card

Objective:

The action is aimed at the development of an integrated mechanism for managing visitors in the cultural and natural sites of the region. The main tool for this purpose is the adoption of a visitor card, functioning for providing visibility and accessibility to the less known sites of the area. Integration with some of the main cultural institutes and museums of Baku could be considered.

Activities to be implemented:

- plan a visitor card managed by the Regional Department, to have a first indication on the most interesting attractors to visit and experience, to have access to discounts in conventioned restaurants, museum entries, festival entries, transport services, etc.;
- implement the visitor card and manage its functioning;
- promote the distribution of the card into accomodation structures in Baku and of the region;
- promote the progressive inclusion of services and operators into the card;

- collect and monitor data of card users and periodically plan activities and improvements to enlarge the public;

Main expected results:

- ✓ to improve the touristic flows and the management of visitors flows on cultural sites and protected areas;
- ✓ to improve the visibility of the cultural attractors in the region;
- ✓ to improve the accessibility to the cultural attractors of the region;
- ✓ to collect data about flows and profiles visiting the region;

Expected impacts at the country level:

The adoption of such mechanism could be applied also at the country level, involving the main cultural attractors of Azerbaijan, and it could thus sensibly improve the demand of the public to cultural services.

Main interested sites/areas:

- all the museums and cultural/historical sites of the Department;
- main museums and cultural historical sites of Baku;

Good practices/references (refer to Chapter 5.4):

- 10) “Torino Musei” Card (Piedmont, Italy);
- 1) Val Camonica (Lombardy, Italy);

Indicators of achievement:

- number of cultural institutions and services included in the card;
- increase of visitor flows in museums and cultural attractors of the region;
- number of cards sold/distributed;

5.2.2 Cultural offer and reputation of the area

Together with the accessibility questions, the image, narrative and attractivity of the area is fundamental to develop a tourist market, and needs to be designed starting from the core and projected values expressed in this area. The main actions to improve the cultural offer, the attractivity and the overall reputation of the area can be shortly elaborated as follows

5.2.2.1 Establishing a collective trademark for crafts and traditional productions

Objective:

The scope of this action is to build a system of collective property rights as a mean of quality warranty, of protection of production and of economic and touristic development.

Ismayilli is a sample of a land whose cultural potential, given from the ensemble of historic, natural and social resources and cultural experiences is yet to be largely developed. Despite the experience, management is lacking, information and services are not sufficient. Ismayilli cultural resources remain thus unappreciated, when instead it could be put to use as a positive force for sustainable economic development attracting visitors and tourists, both domestic and international.

The general goal of setting up an integrated management system of the cultural resources of the Ismayilli department and using it for sustainable economic development can be assisted by creating the Ismayilli collective trademark as a mean of quality warranty, protection for the local craft and gastronomic productions and touristic development, would help in the long term view in managing Ismayilli touristic and cultural attractors with a district logic.

The immediate implementation of this action would serve as a precondition for achieving a real integrated management of the cultural resources of the area.

To maximize its potential impact, the collective trademark should be accompanied by a place branding action (see next paragraph).

Activities to be implemented:

- understand the current offer of goods and services and the related quality level;
- define minimum quality standards;
- select services and operators to include in the trademark;
- define a registration system to be member of the trademark;
- define rules, follow up and royalties;
- introduce measures to improve the quality of the products, e.g. introducing innovation design –through capacity building dedicated courses- for developing the products market;

The main activities which in principle should be entitled to use the mark should be:

- the production of food (such as beverages, pomegranate, wine, honey, fruits, dairy, pastry)
- the production of local arts and crafts (such as carpets, copper, scarfs, and other local arts and crafts...);
- the services representing the institutional capacity of the state;
- the services of museums;
- the provision of hotels and restaurant services;
- the organization of cultural events and festivals in the performing art sector, gastronomy or sport and outdoor events;
- the provision of professional training (handicrafts, performing arts, tourist operators and guides, etc.) as well as universities;

Main expected results:

- ✓ to improve the quality of the cultural goods produced and services provided in the Department;
- ✓ to certificate and promote the quality and reputation of the area and its services;
- ✓ to facilitate the access of the public to experience tourism services;
- ✓ to provide a distributed economic benefits for local communities;
- ✓ to enable a positive environment for an improved management of all the resources in the province;
- ✓ to stimulate entrepreneurial initiatives based on cultural resources;
- ✓ to stimulate PPP;
- ✓ to attract economic operators improve private sectors participation in sustaining heritage and culturally based activities and productions;

Expected impacts at the country level:

The adoption of a collective trademark will work as an incentive for the cultural and touristic operators at the whole country level.

The action would be effective and durable in the long term, to improve the quality for products and services to meet international standards level and thus contribute to improve the role and weight of culture in the economy of the country.

This action would be also crucial in stimulating the public demand for cultural based services and products and in modernizing the approach to cultural and natural resources management for all the country and especially for the new generations.

Main interested sites/areas:

- Traditional producers;
- Traditional shops;
- Lahij copper crafts producers;
- Basqal silk craft producers;
- Carpets producers;
- Ivanovka typical food producers;
- Typical beekeepers;
- Local wine producers;

Good practices/references (refer to Chapter 5.4):

- 17) Trentino quality mark (Trentino, Italy);
- 14) VinNatur (Europe);
- 15) Paniere dei prodotti tipici della provincia di Torino (Piedmont, Italy);

Indicators of achievement:

- number of producers and operators included;
- number of cultural institutions included in the trademark;
- number of goods and services proposed within the trademark;
- increase of sellings of products belonging to the trademark;

5.2.2.2 Establishing a common communication brand of the place

Objective:

As well as products and services, also territories were found to be the object (and subject) of competition in an increasingly large and diverse market. Place branding for Ismayilli region can thus be an useful tool to strengthen the touristic positioning of the whole area, using marketing strategies to promote the image of the destination together with its products and its whole attractiveness. The Ismayilli brand is thus proposed to complete the collective trademark, in order to create a new touristic product to propose to the international market.

Currently, the “Go to Ismayilli” brand seems to be quite weak in communicating the real identity and essence of the place and what it could offer to the visitors, and thus it would be worth to suggest to stress or complement the brand message and promise of the discovery and authenticity values and experiences offered by the area (eg “Go to Ismayilli, Land of discovery”). This fact, together with absence of services (or in some cases it can just be the lack of marketing of accommodation available) is a disadvantage for attracting excursionists and tourists. This brand should thus be possibly

renovated to immediately communicate to the potential visitor all the experience that it should expect, together with the level of services offered (itineraries, accomodation, food, events ...).

This action implies identifying an image and adequately represent Ismayilli as a cultural touristic destination. This image should be clear-but appealing, it must communicate information not only out of the area but also generate a motivation amongst tourist in search of an experience to come to Ismayilly. This task should be assigned to a specialized international company which will provide a number of versions suitable to be utilized in different contexts.

This action should be planned in parallel and in strict coordination with the development of the collective trademark.

A possible communication brand for the historic villages of Azerbaijan

A possible declination (or separate action) to be implemented as complementary to the communication brand is the setting-up of a brand specifically dedicated to the historic villages of the entire country (eg. “Treasures of Azerbaijan”, or “Authentic Villages of Azerbaijan”) to be set up and managed by the government institutions. The authenticity of historic villages in Azerbaijan is in fact one of the most interesting features in the view of promoting cultural tourism. Creating a brand to enhance and valorize the most interesting historic places (eg based on integrity of the historic compounds; presence of vernacular heritage; use of local materials; use of traditional techniques; etc...), starting from the Ismayilli Department as a pilot case, could play an effective role to provide visibility, mobilize resources and possibly attract investments.

In particular, this brand could be effective in:

- ✓ signalling to a wider public the most preserved and authentic historic villages and settlements;
- ✓ supporting capacity building in conservation at the national level;
- ✓ cooperating towards the improvement of quality in conservation practices in all the country;
- ✓ giving incentives to private companies for specializing their technical capacities in operating in historic environments;
- ✓ functioning as attractor for cultural tourism, orienting the visitor choices and preferences, based on the capacity to improve the cultural offer of the place and its perception, together with the capacity to enhance visibility and attractiveness of places;
- ✓ enforce the cultural process for those sites enlisted in the national tentative list to enter in the UNESCO world heritage list;
- ✓ supporting policies against abandon and towards livability of places.

Possible new nominations to UNESCO programs

Explore the possibilities for further UNESCO program nominations, to improve the overall value and image and perceived value of the area. Possible cases to consider for futher nominations to UNESCO are for instance:

- the nomination of Ivanovka to the Intangible World Heritage List as last remaining example of collective farm of the soviet period;
- the nomination of the whole area around Shahdag National Park to the Man and Biosphere program, to become a UNESCO Biosphere Reserve. Currently Azerbaijan has no Biosphere Reserves included in the UNESCO lists;

Activities to be implemented:

- identify the image of Ismayilli to communicate to the interested target (see par. 5.4);
- design the brand;
- define and select the operators and realities to use the brand;
- promote a campaign to incentive the use of the brand;
- explore the possibility of establishing a mark signalling the most authentic villages of Azerbaijan using Ismayilli Department as pilot area;
- explore the possibilities for further UNESCO program nominations (eg: Intangible Cultural Heritage, Man and Biosphere, Creative Cities);

Main expected results:

- ✓ to promote the image and the development of the area;
- ✓ to foster the cultural image of the Ismayilli Department;
- ✓ to build an international reputation of the region;
- ✓ to strengthen the sense of identity and pride of the locals;
- ✓ to provide visibility to the outstanding cultural heritage of the area;
- ✓ to enhance the attraction of foreign tourists to the region;
- ✓ to link the conservation best practices in the country with local economic and entrepreneurial development opportunities;

Expected impacts at the country level:

The action is expected to complement the current offer of cultural tourism proposed by the country destinations, to provide visibility to the cultural heritage of the country and to enhance the attractiveness of cultural tourism at the national level. In addition this tool should be able to enforce government policies towards conservation of historic places in Azerbaijan. In the long term, this action could contribute to a significant growth of the touristic reputation and of touristic business in the country.

Main interested sites/areas:

- Department of Ismayilli;
- Gabala district;
- Ismayilli district;
- Shamakhi district;
- Agsu district;
- Gobustan district;

Good practices/references (refer to Chapter 5.4):

- 17) Trentino quality mark (Trentino, Italy);
- 18) Tu, Langhe and Roero (Piedmont, Italy);
- 6) Bandiere Arancioni (Italy);
- 7) Borghi più belli d'Italia (Italy);
- 25) Borghi autentici d'Italia (Italy);

Indicators of achievement:

- Brand(s) designed;
- brand used in promotional campaigns and materials;
- brand used in festival and cultural events;
- brand used in labelling products and services;

- number of quotation in the tourist guides, in tour operators catalogues;
- number of quotations on the media (newspapers, webpages, tv);
- number of quotations in social media;

5.2.2.3 Actions to dynamize the region by improving cultural events like festivals, folklore, local gastronomy and outdoor events for the appreciation of the area

Objective:

The action aims at proposing a dynamisation strategy for all the region, through a coordinated calendar of events planned to give visibility and promote the attractivity of the area. The events, including cultural events, concerts, theatre, open air events, gastronomic fests, culinary tours, sport, leisure and outdoor activities, should be based in the different locations of the Department, and in particular in the relevant settings identified as key attractors (4.1) or landscape pleasant scenarios. Storytelling and edutainment activities in cultural sites and attractors (like involving people in performing arts, crafts, food productions, etc. as it was recently implemented in Qala Reserve) could also be promoted to dynamize the offer and better involve the interests of both visitors and locals. They should be promoted in the frame of the communication brand of Ismayilli and to valorize the products part of the collective trademark. The Culture Clubs could effectively act as vehicle for organizing and providing information about the different events.

Activities to be implemented:

- organize events that use heritage as “theme”, or “scenario”;
- coordinate the current cultural offer and define an integrated calendar of events dedicated to traditional food, music, dance, crafts;
- plan new international targeted festivals (eg: Gourmet food festival: inviting international cooks to reinterpretate local recipes);
- plan sport competitions such as trails in the natural areas of the region;
- improve storytelling and offer edutainment activities in cultural sites (eg performing traditional crafts, costumes, food production) through the involvement of local communities;

Main expected results:

- ✓ to improve the attractivity of the area;
- ✓ to mobilize people attention on the area;
- ✓ to motivate the demand and attract new possible audience for cultural activities and heritage places;
- ✓ to improve visitor flows in the area;
- ✓ to increase the average length of stay in the area;
- ✓ to have a mediatic impact.

Expected impacts at the country level:

Dynamizing the cultural offer of the area could serve as attractor for international experience tourists at the country level.

Main interested sites/areas:

- protected areas;
- naturally valuable areas;

- heritage sites;
- historic villages;
- Gabala city;
- Ismayilli city;
- Shamakhi city;
- Agsu city;
- Gobustan city;

Good practices/references (refer to Chapter 5.4):

- 24) Festival dei Nuovi Mondi (Italy);
- 22) Obidos creative city (Portugal);

Indicators of achievement:

- Number of festival and events implemented;
- Number of people attending the festivals and events;
- Number of new initiatives planned;

5.2.2.4 Improve the cultural offer: “Caucasus Coast to coast” and “The caucasian capitals: Baku and Tblisi”

Objective:

To valorize, in the frame of the realization of the touristic corridor between Baku and the Georgian Border, the high visiting potential to the region coming from the flows of people crossing the area. In particular, this potential could be effectively intercepted by the definition of a new touristic product, specifically targeted on international visitors. The planning of a cross border itinerary /tour from Georgia to Azerbaijan (“Caucasus coast to coast”, or “The “Caucasian capitals””) could add a relevant value in terms of international targets attraction, and open to the possibility of significantly augmenting the night stays in the area. International examples of cultural routes show that this touristic products are able to generate relevant benefits for the locals, thanks to the flows improvements. This activity should be complemented with the offer at the local level in organizing targeted tours, excursions, camps and entertainment.

This objective has to be integrated also with the thematic itineraries described in par. 5.3.

Activities to be implemented:

- establish cross border agreement;
- plan new touristic products targeted on international visitors: “Caucasus coast to coast” (from Batumi on the Black Sea (Georgia) to Baku (Caspian sea) and “The Caucasian Capitals” from Tblisi to Baku, to experience local culture and traditions (music, crafts, food, performing meetings with the locals) and providing hospitality in guest houses along the route;
- establish agreements with tour operators in Azerbaijan and Georgia;
- define and detail the tour and the services offer to the different target of visitors;
- define a calendar of diverse occasions to promote tours along the route;
- organize and coordinate the goods and services offer along the route (eg. Infopoint and selling points);

- promote the tours through international media and tour operators in other countries;
- organize tours, excursions, camps at the local level;

Main expected results:

- ✓ to improve visitor flows in the area;
- ✓ to improve the attractiveness of the area;
- ✓ to mobilize people attention on the area;
- ✓ to meet new possible audience for cultural activities and heritage places;
- ✓ to increase the average length of stay in the area;

Expected impacts at the country level:

The realization of this tour offer along the touristic corridor could significantly impact on the capacity of the country to attract new international tourist flows, and thus increase the impact of the tourism industry on the country GDP.

Main interested sites/areas:

All the main attractors of the region along the touristic corridor

Good practices/references (refer to Chapter 5.4):

21) Danube slow food Cruise (Serbia);
 23) Cultural Route of Napoleon (France);
 Cultural itineraries of the Council of Europe (see par. 3.1);

Indicators of achievement:

- establishment of the tour;
- number of tours operators proposing tours;
- number of producers and institutions offering services for the route;
- number of materials produced to promote the route;
- number of presences in the media;
- number of special events organized along the route;

5.2.3 Communication and capacity building

Communication and capacity building are very relevant components of the overall valorization process and to create the most proper conditions for its start-up and development. The main actions identified to improve communication and capacity building to support an integrated effective management of the area can be shortly elaborated as follows

5.2.3.1 Realization of touristic materials

Objective:

The aim of this action is to fill the gap in the availability of touristic guides for domestic and international visitors to the Ismayilli region. It proposes to realize a series of touristic materials such as guides, brochures, maps, videos and documentaries, to be marketed and promoted through different channels, including local and national TV, radio, papers, and social media, according to the different interested targets.

A presence on the social media is also suggestable to attract visitors, especially young targets.

A further action that could be extremely effective in attracting mediatic attention and visitors, is represented by the possible enrollment in promotional campaigns about Ismayilli of popular contemporary figures born or linked to the region, e.g. from sport, show-business, performing arts, tv, cinema, as testimonials of its value. Among the possible names, Shamakhi Mugham (folk music); Alim Gasimov, Malak-khanum Ayyubova, Elnara Abdullayeva, Sevda Alakbarzade, Nazpari Dostaliyeva (singers); Novruz Aslan (Song Composer); Baba Vaziroglu, Musa Yagub (poets); Bahram Bagirzade, Rasim Balayev (actors); Ayaz Mirzayev (TV journalist). Local people telling their authentic history should also be involved in the mediatic campaigns.

Activities to be implemented:

- realize a tourist guide of Inland Azerbaijan;
- distribute the guide through international channels;
- realize touristic materials (printed, web, social media, ...) of Ismayilli region and its attractors;
- promote informative campaigns during major festival or events in Baku and the country (eg. Silk Road Festival; Novruz Festival; etc.);
- promote information material in the major cultural attractions and institutions in Baku as well as in accommodation structures;
- enroll popular figures in promotional campaigns;
- realize video making of traditional food making and restaurant, craft making (copper, silk, carpets,...), traditional music;
- periodically monitor the touristic reputation on the media (eg. Tripadvisor; Youtube, Facebook);

Main expected results:

- ✓ to improve consumer awareness on Ismayilli cultural activities and touristic experience offer;
- ✓ to improve the visibility of the area;
- ✓ to improve the information possibilities to potential visitors;
- ✓ to improve local people awareness and commitment towards local cultural values and potential;

Expected impacts at the country level:

Improving information about Ismayilli targeted on international visitors could allow to improve the overall capacity of attractiveness of the country, complementing the existing offer of cultural tourism mainly concentrated in Baku.

Main interested sites/areas:

- All the department;
- Selected culture clubs;
- International tour operators;
- Local tour operators;
- Key attractors;
- TVs and radio;

Good practices/references (refer to Chapter 5.4):

3) Dolomites documentary

Indicators of achievement:

- Presence of promotional materials about Ismayilli in the touristic information offices in Azerbaijan;
- Number of guides and other materials realized;
- Number of tours in the region offered by guides and tour operators;
- Number of quotation in tourist guides, in tour operators catalogues;
- Number of quotation in websites.

5.2.3.2 Creation of a web based portal for promotion and tourism services (including e-commerce services)

Objective:

The action proposes the creation of a web portal for the promotion of the area, of its cultural activities and events, and for the commercialization (e-commerce) of local products (gastronomy and crafts) and touristic services. The platform is intended for the domestic and especially for the international markets. It will become a reference for the local producers and for the international distributors, as well as a tool to reinforce the collaboration among different local economic operators.

Activities to be implemented:

- check and improve the existing “Go to Ismayilli” portal (eg. translation in English of all the sections) and eventually realize a new portal coordinated with the national portal on culture and tourism;
- the sections of the portal should include information related to the place attractions, to the area accessibility, information contacts, hotel reservation system, touristic services reservation systems, selling of products (e-commerce);
- the portal should contain a calendar of all the proposed cultural activities events, festivals, and should be updated on regularly basis;

Main expected results:

- ✓ to create a web based portal;
- ✓ to increase the number of services to the visitors;
- ✓ to increase the number of customers;

Expected impacts at the country level:

This activity should be strictly integrated with the national portal on culture and tourism and could constitute a relevant factor to improve the country international tourism attractiveness.

Main interested sites/areas:

Ismayilli MCT Department;

Good practices/references (refer to Chapter 5.4):

- 2) In lombardia (Italy);
- 1) Val Camonica (Italy);
- 18) Tu, Langhe e Roero (Italy);

Indicators of achievement:

- web platform created;

- web platform regularly updated;
- number of access to the portal;
- presence of the portal in media and marketing campaigns;

5.2.3.3 Setting-up a capacity building program for operators in the culture and tourism sectors

Objective:

This action aims at enforcing the capacities of the local actors in the sectors of accommodation, touristic services gastronomic production, cultural professions, to be developed in cooperation with local universities and international universities working in cultural heritage management and cultural economics. Agreement with local and international universities could represent an opportunity to implement this action.

The main professional figures and the trainings required are presented in the chapter 5.6 (Job creation).

Activities to be implemented:

- prepare an infokit as a guide for quality standard accommodation to provide to the tourist operators of the region and to use for capacity building sessions;
- plan ad-hoc vocational and professional courses targeted on professionals and economic activities in the culture and tourism sector operating in Ismayilli;
- define a periodic training calendar;
- promote the courses among the different subjects interested and incentivate their participation;
- promote international learning camps (visit in other countries);
- enforce Erasmus programs;
- establish a UNESCO Chair in the Baku University dedicated to experience tourism, creative tourism, culture based development;

Main expected results:

- ✓ to create of ad-hoc courses targeted on touristic and cultural operators;
- ✓ improved capacities to develop professional and economic activities in the cultural and touristic sector;
- ✓ to stimulate society attention towards culture and its value to properly and effectively manage as a vehicle of development;
- ✓ to stimulate administrations and operators towards a proper management of culture as a resource for development;
- ✓ to stimulate new initiatives and creative approaches towards culture.

Expected impacts at the country level:

This action is expected to generate know-how on culture resource management at the country level and to accompany the gradual modernization process towards cultural management as resources for development and to enforce the connections among the different concerned economic sectors.

Main interested sites/areas:

- Department of Ismayilli;
- Gabala district;
- Ismayilli district;
- Shamakhi district;

- Agsu district;
- Gobustan district;
- Selected Culture Clubs;

Good practices/references (refer to Chapter 5.4):

- 12) European Charter for Sustainable Tourism in protected areas (EUROPARC);
- 11) Sweet mountains (North Italy);

Indicators of achievement:

- number of courses realized;
- number of invited experts for training activities;
- number of infokit realized;
- number of infokit distributed;
- number of international learning visits realized;
- number of persons and institutions/companies participating in the courses;
- establishment and operativity of the Unesco Chair at Baku University;

5.3 Possible Cultural Routes and thematic itineraries

Given the relevance of the touristic offer, a specific focus has been defined in this paragraph to define the possible different thematic itineraries that could be organized in the region.

As we have seen in previous chapters, tourism development in Ismaylli MCT Department is focused on a limited number of key destinations, leaving scarce opportunities for more marginal areas to benefit. The integration of attractions and activities of the whole region into a unified touristic route network can stimulate cooperation and partnership between communities, and can act as a vehicle for the development of the tourism industry. In particular, the establishment of "Cultural Routes" seems to be a good opportunity to enhance the dynamism of tourism, by offering more valuable experiences to visitors, while spreading benefits throughout the tourism value chain and its linked sectors.

Three international "Cultural Routes" cross the Ismaylli Department region both historically and thematically: the Silk Road, promoted by Unesco, the "Iter Vitis" and the "European Route of Historical Thermal Towns" promoted by the Council of Europe (see 3.1-3). If we look at the on-line platform and web sites, we can see that only three "points of interest" of the region under analysis are recorded, and all belong to the Silk Road: Shamakhi, capital of the Shirvanshahs state and one of the key towns on the Silk Road; and the villages of Basqal an Lahij, both custodians of old craftsmanship traditions.

To revitalize the image of the region as a whole, and give a new momentum to the tourism industry (particularly ecotourism and community-based tourism) also in marginal or remote areas, it is necessary to create new thematic itineraries, linking attractions and others natural and cultural resources that independently would not have the potential to attract visitors.

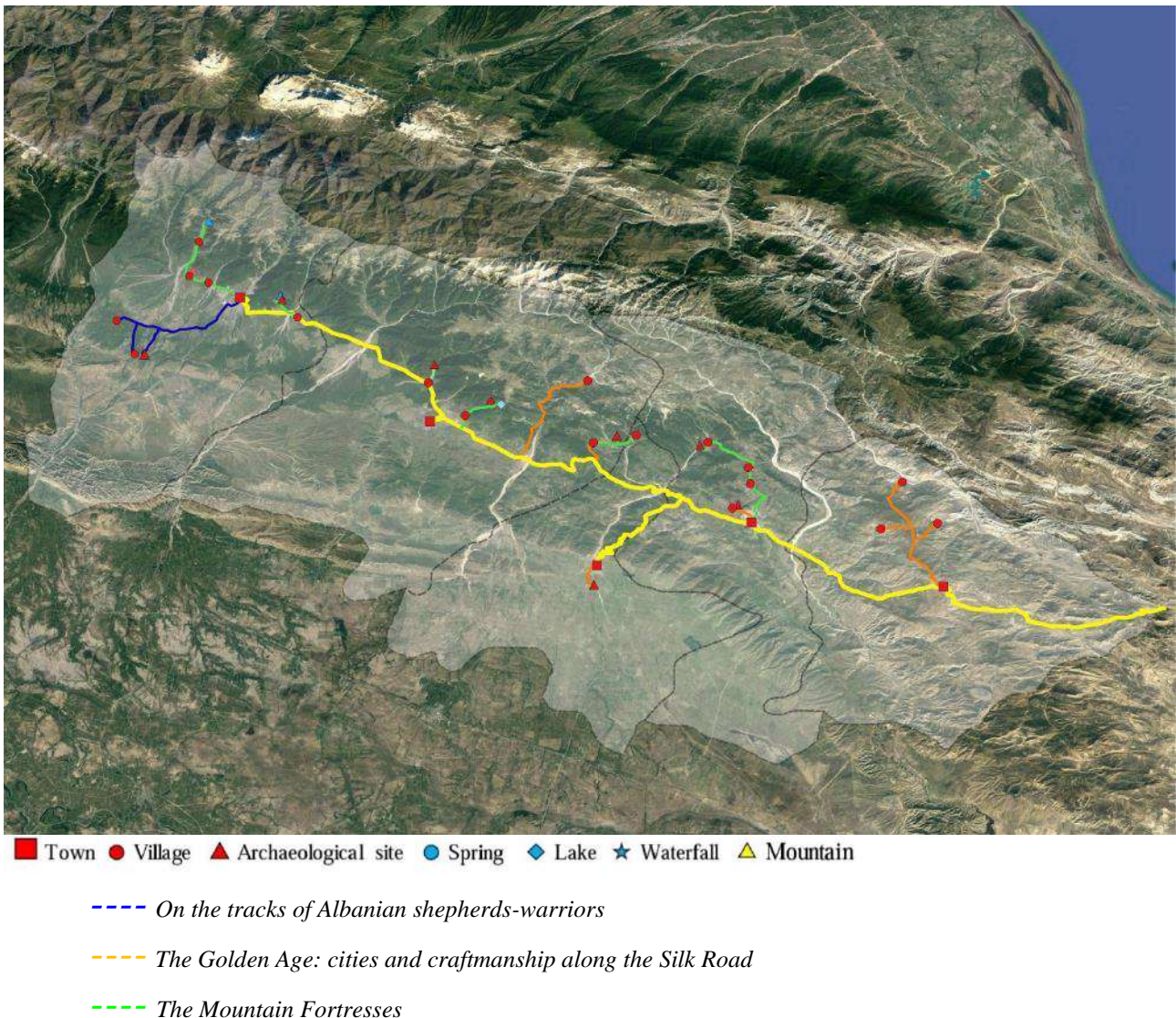
In order to ensure a sustainable form of tourism development, according to UN World Tourism Organization (UNWTO), the following steps are recommended:

- to make optimal use of environmental resources, maintaining essential ecosystems and helping to conserve biodiversity;
- to respect socio-cultural authenticity, conserving built and living cultural heritage, and contributing to cross-cultural understanding and tolerance;

- to ensure long-term socio-economic benefits, fairly distributed to all community stakeholders, including stable employment and income-earning opportunities, social services, and poverty alleviation.

5.2.1 The Silk Road

Three itineraries are here proposed as examples: “On the tracks of Albanian shepherds-warriors”; “Cities and craftsmanship traditions along the Silk Road”; “The Mountain Fortress”. All are based on factual historic data and connect outstanding attractions with others natural and cultural resources. The itineraries develop in all the five districts of the Department:

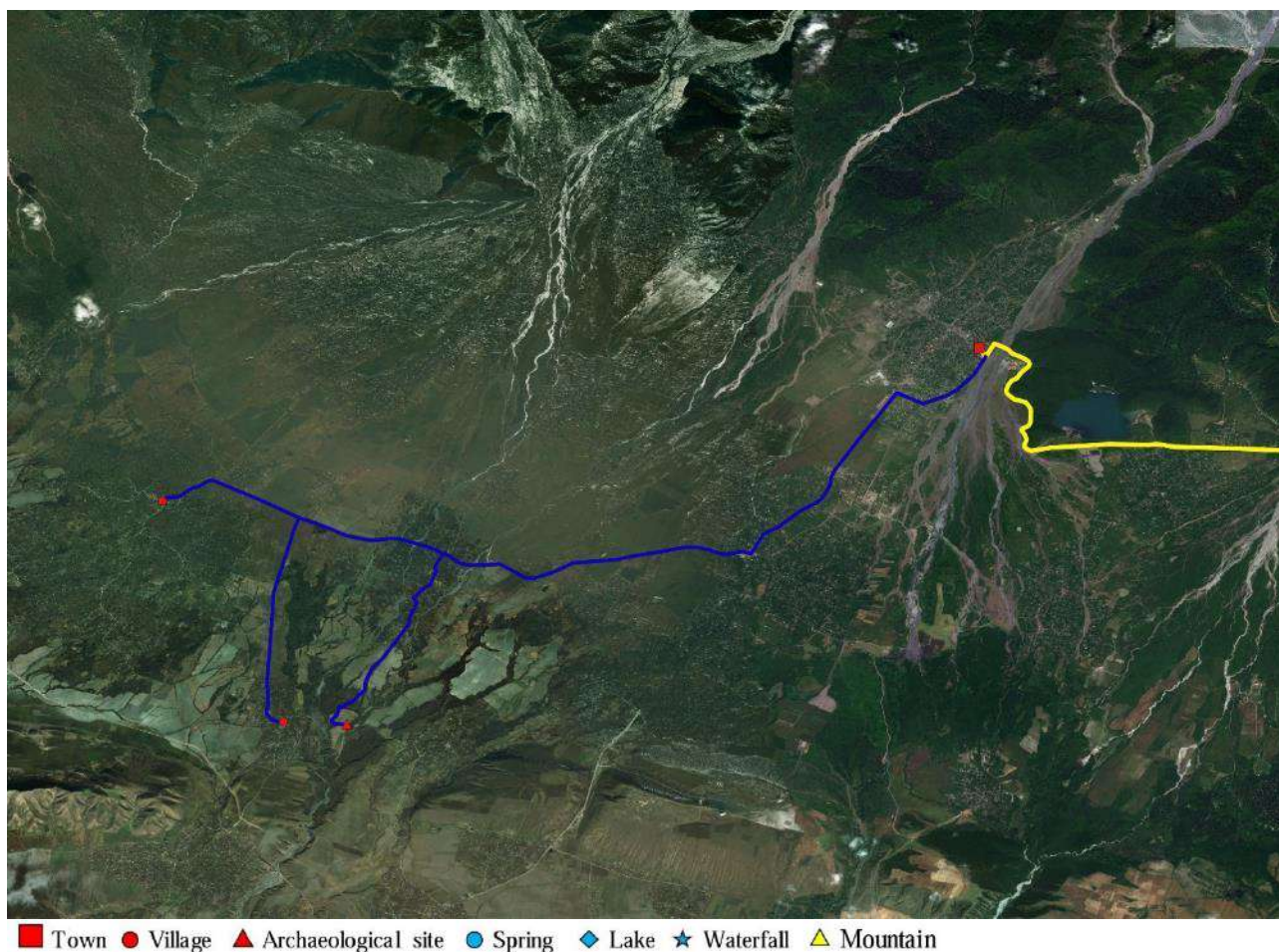


5.2.1.1. On the tracks of the Albanian shepherds-warriors

- Cultural Route of Reference: Silk Road
- Theme: The Caucasian Albania was the first form of state organization in Azerbaijani territory. It was supposed that the unification of the Albanian tribes took place between the end of the 4th and the beginning of the 3rd centuries BC. The geographer Strabo described

the Albanians as semi-nomadic shepherds who were enthusiastic hunters, knew little about agriculture, used no money, and practiced trading by barter. Even though they were subject to one king, they spoke twenty-six languages or dialects. (*Geography* 11.4). Gabala (*Kabalaka*) was the first capital of Caucasian Albania. Ongoing excavations near the village Chukhur show that Gabala from 4th – 3rd centuries BC and up to the 18th century was one of the main cities with developed trade and specialized crafts.

- Itinerary: Gabala - Chukhur Gabala (Gabala Historical Cultural Reserve) - Nij



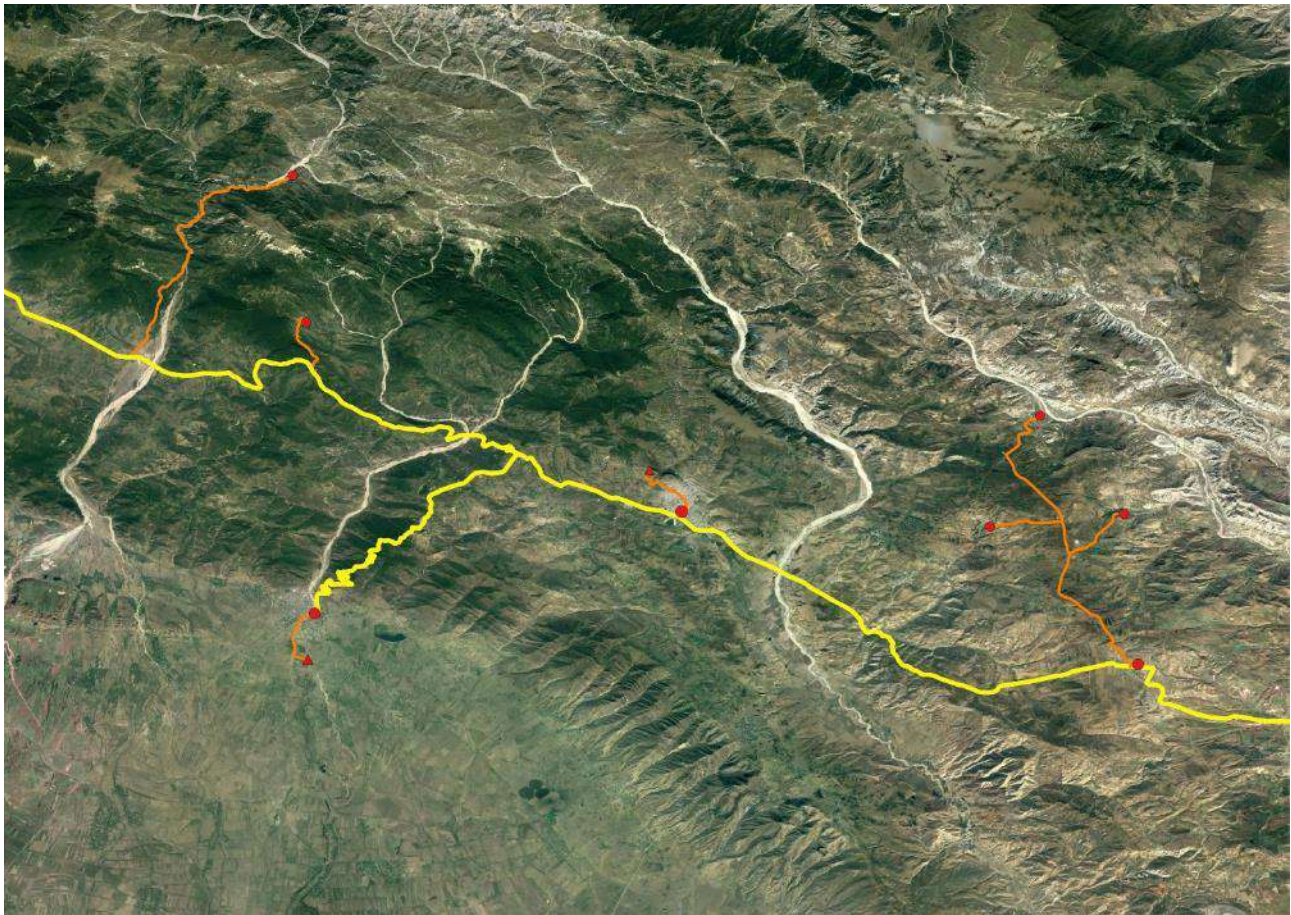
- Attractions: Gabala Historical Cultural Reserve (Chukhur Gabala village); Traditions, language, material and spiritual culture of Udi's ethnic group (Nij village).
- Natural and Cultural Resources:

	Itinerary stops	Natural Landscape	Tangible Heritage	Intangible Heritage	Educational	Food and wine	Culture Club
1	Gabala City	Urban context		Nevruz Bayrami celebration; Art of carpet weaving; Art of Azerbaijani Asiq; Azerbaijani Mugham	History and Ethnographic Museum; Gabala Archaeological Center; House Museum of Ismayil Gutgashinli; Gabala District Heydar Aliyev Center; Gabala	Gabala plov (rice); dolma with nut; Gabala kebab (griddle-cooked in little wooden huts); dovga; uchgulag (baklava); Gabala bread (cooked in clay tandoori)	Gabala District Culture Centre

					State Art Gallery; Gabala Central Library	Murabba (Jam/ fruit preserve)	
Chukhur Gabala village	Rural	Gabala Historical Cultural Reserve (Kabalaka, Salbir and Gala archaeological sites)					Chukhur Gabala village Cultural ethnographic house
Nij village	Rural	Albanian-Udi Churches (Jotari Church of St. Eliseus, Gyoy and Bulun)	Traditions, language, material and spiritual culture of Udi's ethnic group				Nij settlement Cultural creativity house
		Nij Castle					
		Yaloylutapa necropolis					

5.2.1.2. *The Golden Age: cities and craftmanships along the Silk Road*

- Cultural Route of Reference: Silk Road
- Theme: With the crisis of the Roman Empire the Albanian Kingdom started to fall under the sphere of influence of the Sasanids. This period ended with the Arab invasion of 664 AD, after which Azerbaijan became part of the Caliphate. Very important, in this period, was the influence of the Khazar population in the Northern part of the Caucasus. This factor, together with the weakening of the Arab Empire, brought to the creation of the Kingdom of the Shirvanshas, an independent entity on the territory of Azerbaijan that was meant to protect the rest of the Arab Empire against the incursions from the North. This Kingdom lasted until 1538, and it is considered the peak of the Caucasus Golden Age. During this period the region was a vital hub of trade along the Silk Road. The first capital of the Shirvan State was Shamakhi, After devastating earthquake in 1192, Akhistan I transferred the Shirvanshas' residence from Shamakhi to Baku.
- Itinerary:
 1. Gobustan - Nabur - Sundu - Khilmilli
 2. Shamakhka - Boyuk Khinsli - Gulista castle (hiking)
 3. Agsu - Ulguj (Medieval Agsu Archaeological Complex)
 4. Shamakha (or Ismaylli) - Basgal
 5. Shamakha (or Ismaylli) – Lahic



■ Town
 ● Village
 ▲ Archaeological site
 ● Spring
 ◆ Lake
 ★ Waterfall
 ▲ Mountain

- Attractions: Lahij State Historical and Cultural Reserve; Basgal State Historical and Cultural Reserve; Medieval Agsu Archaeological Complex.
- Natural and Cultural Resources:

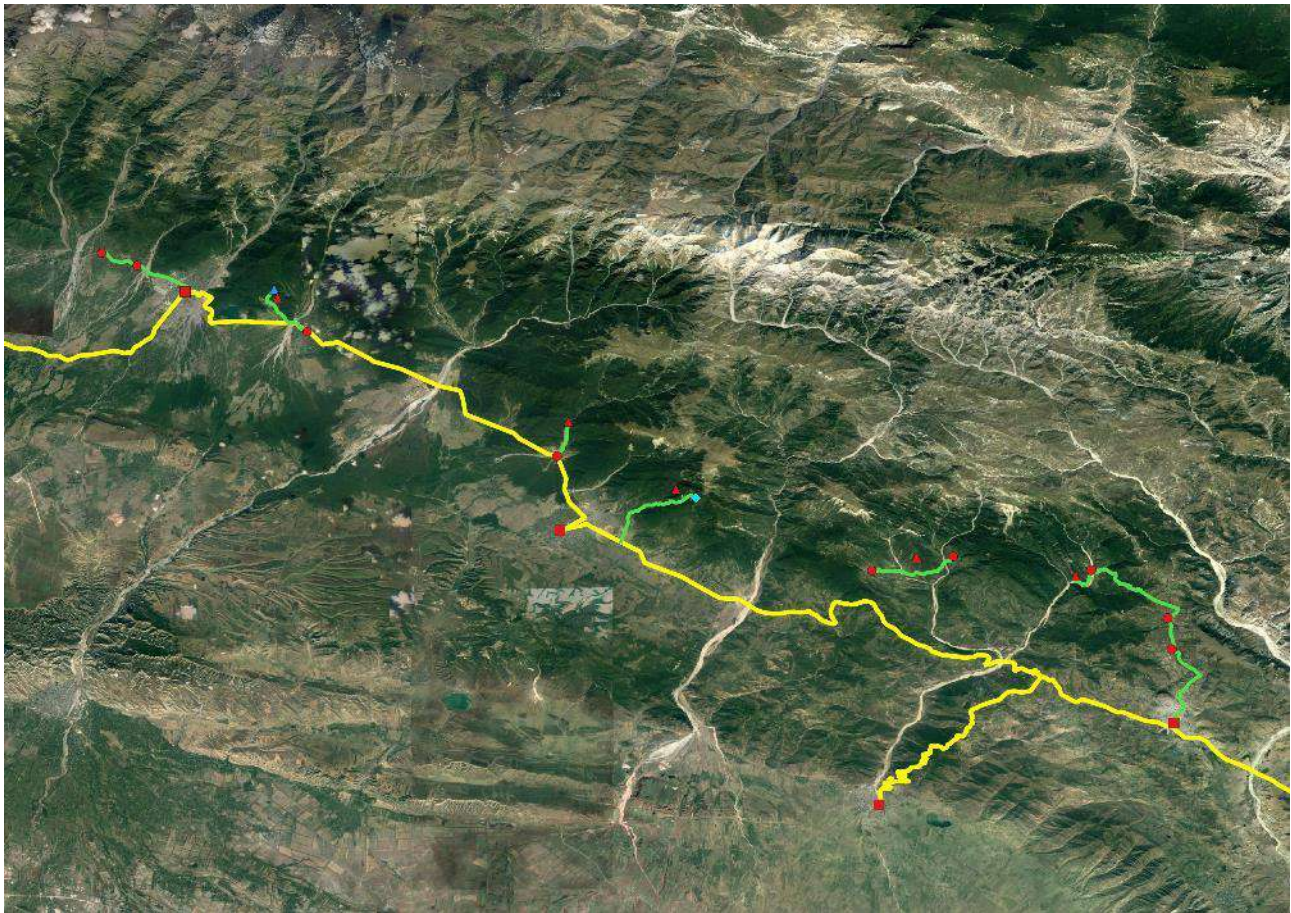
	Itinerary stops	Natural Landscape	Tangible Heritage	Intangible Heritage	Educational	Food and wine	Culture Club
1	Gobustan city (starting point)	Urban context	Diri Baba Mausoleum; Gobustan habitation (North of the city)	Nevruz Bayrami celebration; Art of carpet weaving; Art of Azerbaijani Asiq; Azerbaijani Mugham	Gobustan Heydar Aliyev Center; Gobustan Central Library		Gobustan District Cultural Center
	Nabur village	Rural	Fortress	Nabur carpets weaving			

	Sundu village	Rural	Mosque and old medieval cemetery (city center); Guyuluand Gazanfar quyulu caves (these caves represent a large system of natural galleries and grottos, artificially expanded for habitation in the Middle Age)				Sundu Village Culture House
	Khilmilli village	Rural	Caravanserai				Khilmilli Village Culture House
2	Aghsu city (starting point)	Urban context	Sheykh Dursun tomb; Javanshir ancient settlement 3 km eastward from the city)		History and Ethnographic Museum; Aghsu District Heydar Aliyev Center; Aghsu Central Library		Aghsu district Cultural center
	Ulguj village	Rural	Medieval Aghsu archaeological complex				
3	Shamakhi city	Urban context	Ancient Shamakhi remains; Juma Mosque; Shakhanda Mausoleum; Yeddi Gumbaz Mausolea		Museum Of History and Ethnography; Shamakhi District Heydar Aliyev Centre; Sabir House Museum; Shamakhi State Art Gallery; Shamakhi Central Library		Shamakhi District Cultural Centre
	Buyuk Khinisli village	Rural	Gulistan Fortress				

4	Baskal	Rural	Basgal State Historical and Cultural Reserve	Art and symbolism of Kelaghayi, making and wearing women's silk headscarves	Basgal Silk Museum		Basgal settlement Creativity House
5	Lahic	Mountain village	Lahij State Historical and Cultural Reserve	Tat language and community Copper craftsmanship of Lahij; art of carpet and rug weaving	Lahic History and Ethnographic Museum		Lahic Village Craftmanship EVI

5.2.1.3. The Mountain Fortresses

- Cultural Route of Reference: Silk Road
- Theme: Remains of ancient fortresses and watchtowers, which have preserved the atmosphere of bygone history, are spread on the southern slopes of the Great Caucasus. Built mainly for defense purposes and for controlling commercial routes, these complexes are placed in spectacular mountain scenarios: deep gorges, sheer rocks, precipices and ravines. The history and the local legends flourished around each complex offer the narrative structure of the itinerary.
- Itinerary:
 1. Gabala - Hamzali - Bum - Bum Castle (hiking)
 2. Vandam - Vandam Castle (hiking) - Yeddi Gozal Waterfall
 3. Khanagah - Ismayly Maiden Tower (hiking)
 4. Talistan - Javanshir Castle(hiking) - Garanhour Lake (hiking)
 5. Basgal - Fit Castle (hiking) - Sulut
 6. Shamakha - Mehram - Chukhuryurd - Galeybugurd - Galadarasi - Kekhmadin - Galeybugurd Tower (hiking)



■ Town
 ● Village
 ▲ Archaeological site
 ● Spring
 ◆ Lake
 ★ Waterfall
 ▲ Mountain

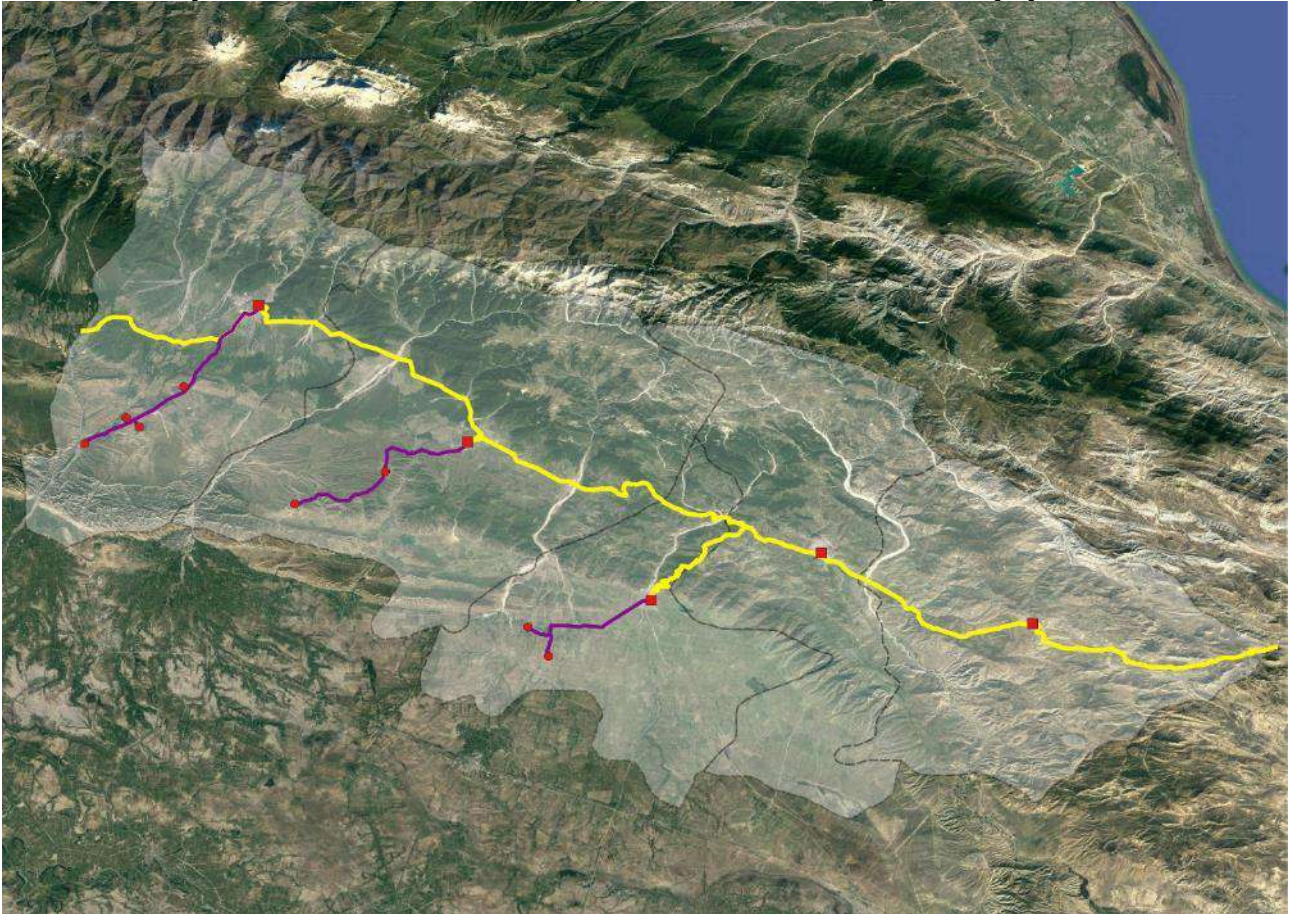
- Attractions:
- Natural and Cultural Resources:

	Itinerary stops	Natural Landscape	Tangible Heritage	Intangible Heritage	Educational	Food and wine	Culture Club
1	Mehlam village	Rural		Tat language and community			Malham Village Craftsmanship Club
	Chukhuryurd village	Rural; Chukhuryurd lake; mineral water spring (in the outskirts of the village)	Two brothers barrow; Barrows complex; Necropolis; Chukhuryurd habitation	Russian ethnic-religious community of Molokans			Chukhuryurd Village Folklore House
	Galeybugurd village	Rural	Galeybugurd tower (Khekhmedin village)				
2	Sulut	Rural	Fit Castle; Sulut ancient habitation				

3	Talistan village	Rural	Javanshir Castle; Goshabulaq				Talistan Village Creativity House
	Vandam village	Nohur Lake; Yeddi Gozal waterfall	Vandam Castle; Dashnir settlement (5 km north of the village)				
4	Khanagah village	Rural	Maiden Tower (inside Shadagh National Park)				
5	Hamzali village	Rural	Shikhbaba pir			Hamzali halvas	
	Bum village	Rural	Bum (or Gavur) Castle; Akhitapa settlement				Bum Settlement Creativity House
	Gamarvan village	Mountain landscape; Chomcha Bulag (Gamarvan thermal spring)					

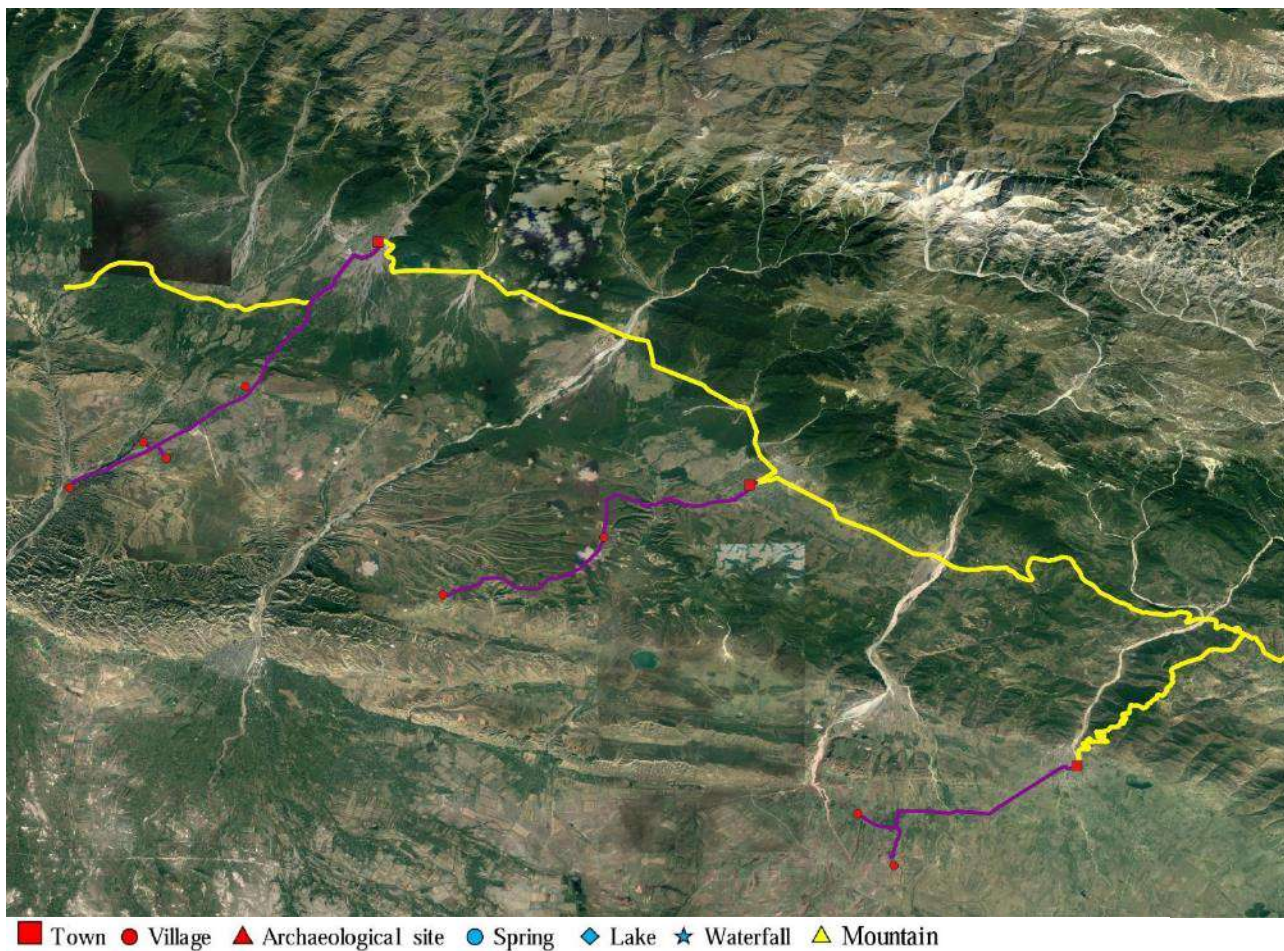
5.2.2 The Wine Route

- Cultural Route of reference: Council of Europe *Iter Vitis*
- Theme: The districts of Ismailli MCT Department produce some excellent wines, internationally appreciated. The wide range of grape varieties (including indigenous varieties such as Madrasa of Shamakhi) and wine is a result of a perfectly balanced interplay between climate and soil condition. Wonderful natural landscapes, local folklore and culinary delights make this "wine journey" a real cultural treat.
- Itinerary: The three itineraries develop into the districts of Agsu, Ismaylly and Gabala



Itinerary stops (from right):

1. Agsu - Haji Gadirli
2. Ismaylly – Ivanovka - Hajihtamli
3. Gabala – Buyuk Amili – Kurd – Qaradeyn - Savalan



- Attractions: Ivanovka, Russian ethnic-religious community of Molokans and one of the last remaining kolkhoz (collective farms) to have survived from the Soviet era.
- Natural and Cultural Resources:

	Itinerary stops	Natural Landscape	Tangible Heritage	Intangible Heritage	Educational	Food and wine	Cultur Club
1	Agsu City	Urban context				Regional variants of traditional Azerbaijani dishes.	Agsu District culture center
	Haji Gadirli and Garavelli villages	Rural				Vineyards (Madrassa, Saperavi, Rkatsiteli, Cabernet Sauvignon, Merlot) and wine production - AZ.Granata Factory (Agsu city)	

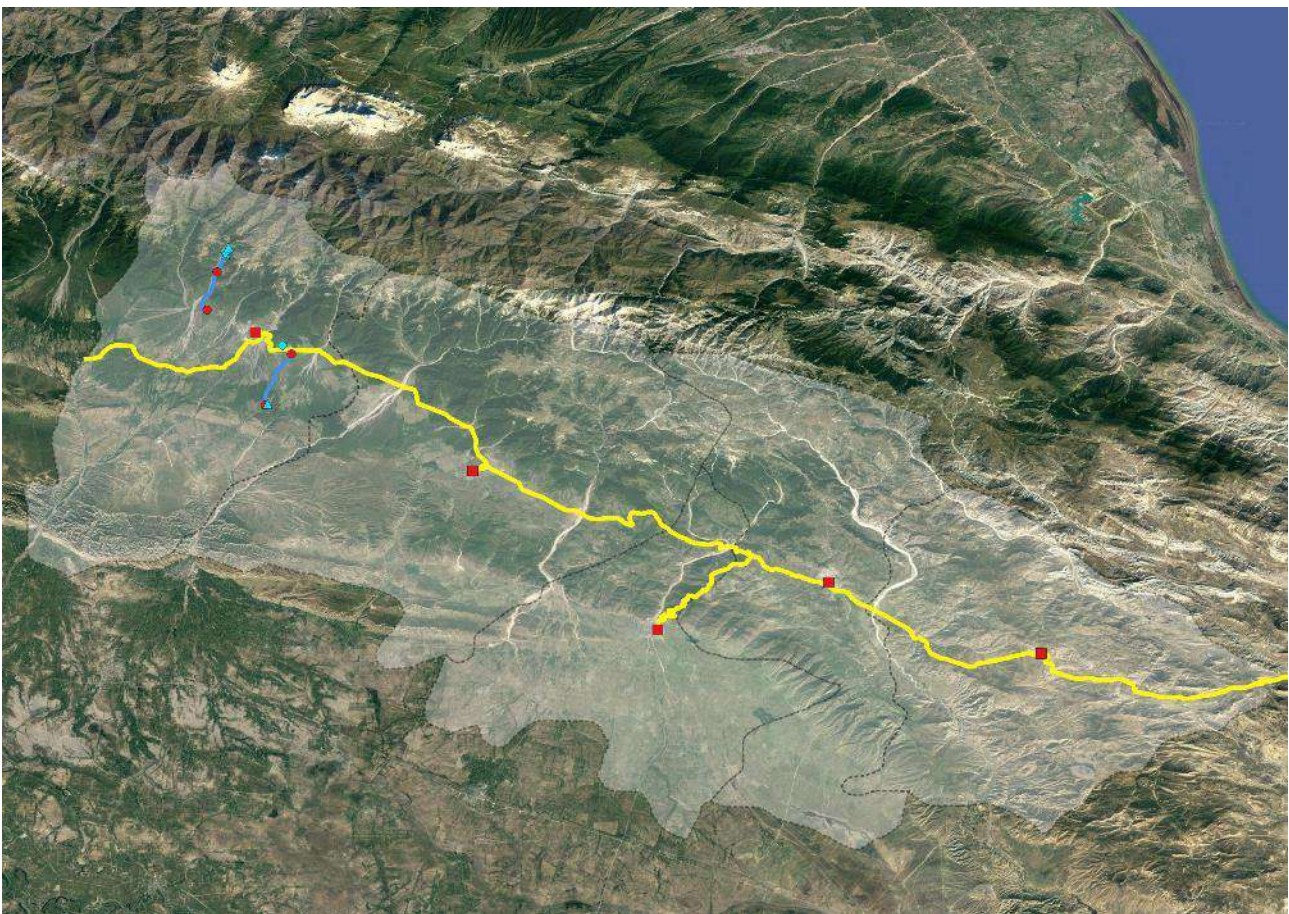
2	Ismaylli city	Urban context				Regional variants of traditional Azerbaijani dishes; honey made by the bees of the local variety of the Caucasus (<i>Apis mellifera caucasica</i> Pollmann)	Ismayilli District Cultural center ; Ismayilli city Creativity club
	Ivanovka village	Rural		Russian ethnic-religious community of Molokans; one of the last remaining kolkhoz (collective farms) to have survived from the Soviet era		Vineyards	
	Hajihatamli village	Rural	Ancient settlement and necropolis; ancient settlement (south of the village)			Vineyards (Madrassa, Saperavi, Rkatsiteli, Cabernet Sauvignon) and wine production Sato Monolit Factory	
3	Gabala City (Starting point)	Urban context				Regional variants of traditional Azerbaijani dishes, particularly: Gabala plov (rice); dolma with nut; Gabala kebab (griddle-cooked in little wooden huts); dovga; uchgulag (baklava); Gabala bread (cooked in clay tandoori); Murabba (Jam/ fruit preserve)	Gabala District Culture center
	Buyuk Amili village	Rural	Remains of Albanian-Udi Church (3 km north-west of the village); soil barrow (East of the village)				

Kurd village	Rural	Castle (3 km south-west of the village); Aghjaburun habitation (3 km south-west of the village)				
Qaradeyn village	Rural				Vineyards (Chardonney, Riesling, Merlot, Syrah, Alicante Boushet, Aleatico, Marselan) and wine production - Aspi Winery Factory	
Savalan Village	Plain at the foothills of the Caucasus Mountains, between the Turyanchay and Garachay rivers.	Gachag houses; Kolatan (5 km southward from, Savalan mountain); Bulagli valley habitation (2 km north-east from the village); Garaul tepe (south of Savalan mountain);			Vineyards (Savalan plain)	Savalan village Folklore house

5.2.3. The Thermal Route

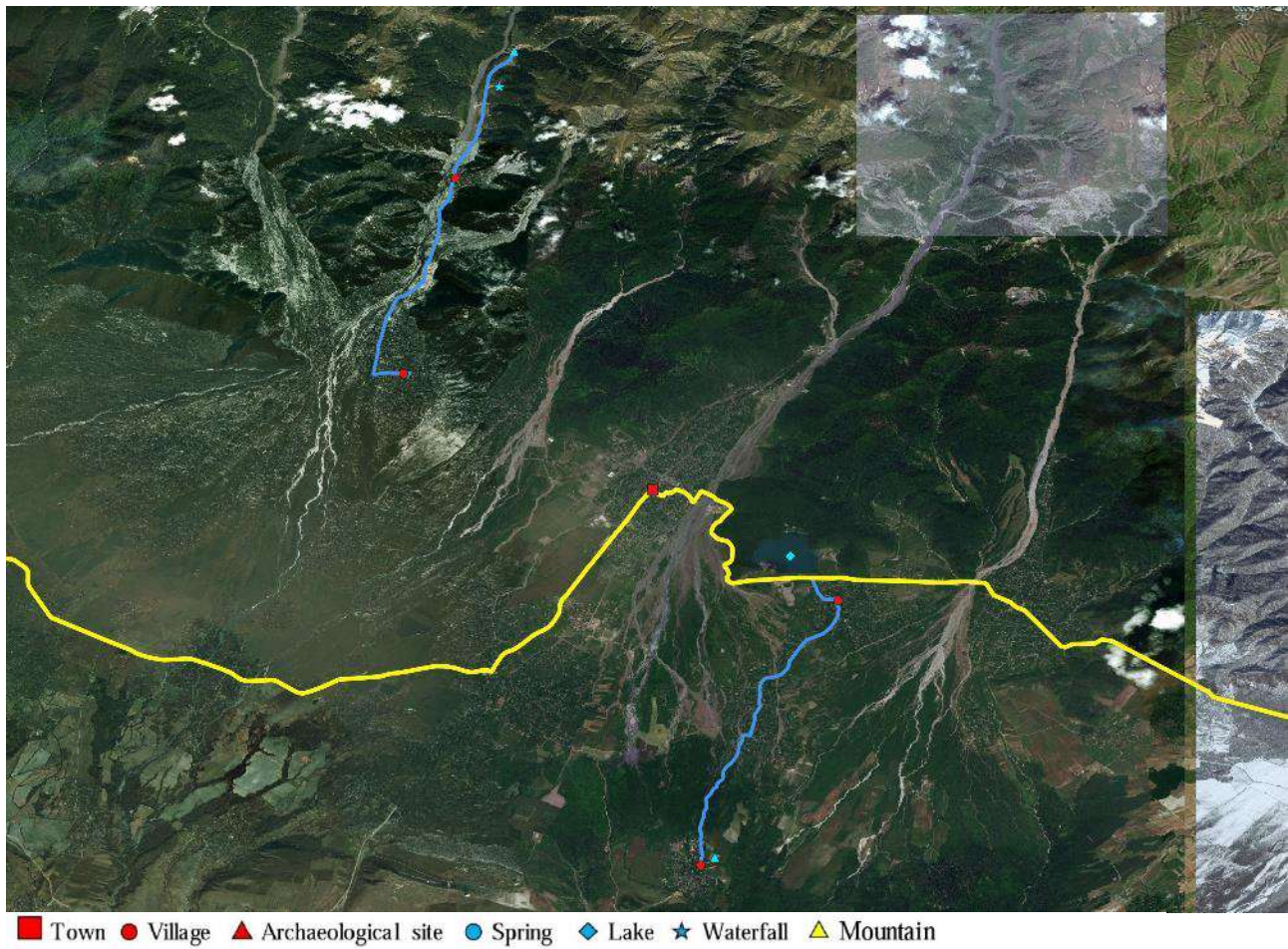
There are three thermal springs in the Gabala district (Gamarvan, Shongar and Yengija) that have long been valued for their therapeutic value (see 00.0). Two of them have been developed into thermal spring health/ wellness resorts.

- Cultural Route of reference: Council of Europe “European Route of Historical Thermal Towns”.
- Theme: Visiting thermal springs for medicinal purposes is one of the oldest forms of tourism. The Gamarvan and Yengija thermal springs (Gabala District) have been used for centuries by the local people for treatment many diseases. Their therapeutic value gives the uniqueness to these paths.
- Itinerary: The itinery develops in the district of Gabala



Itinerary stops (from right):

1. Gamarvan - Gamarvan thermal spring
2. Nohurqishlaq - Yengija



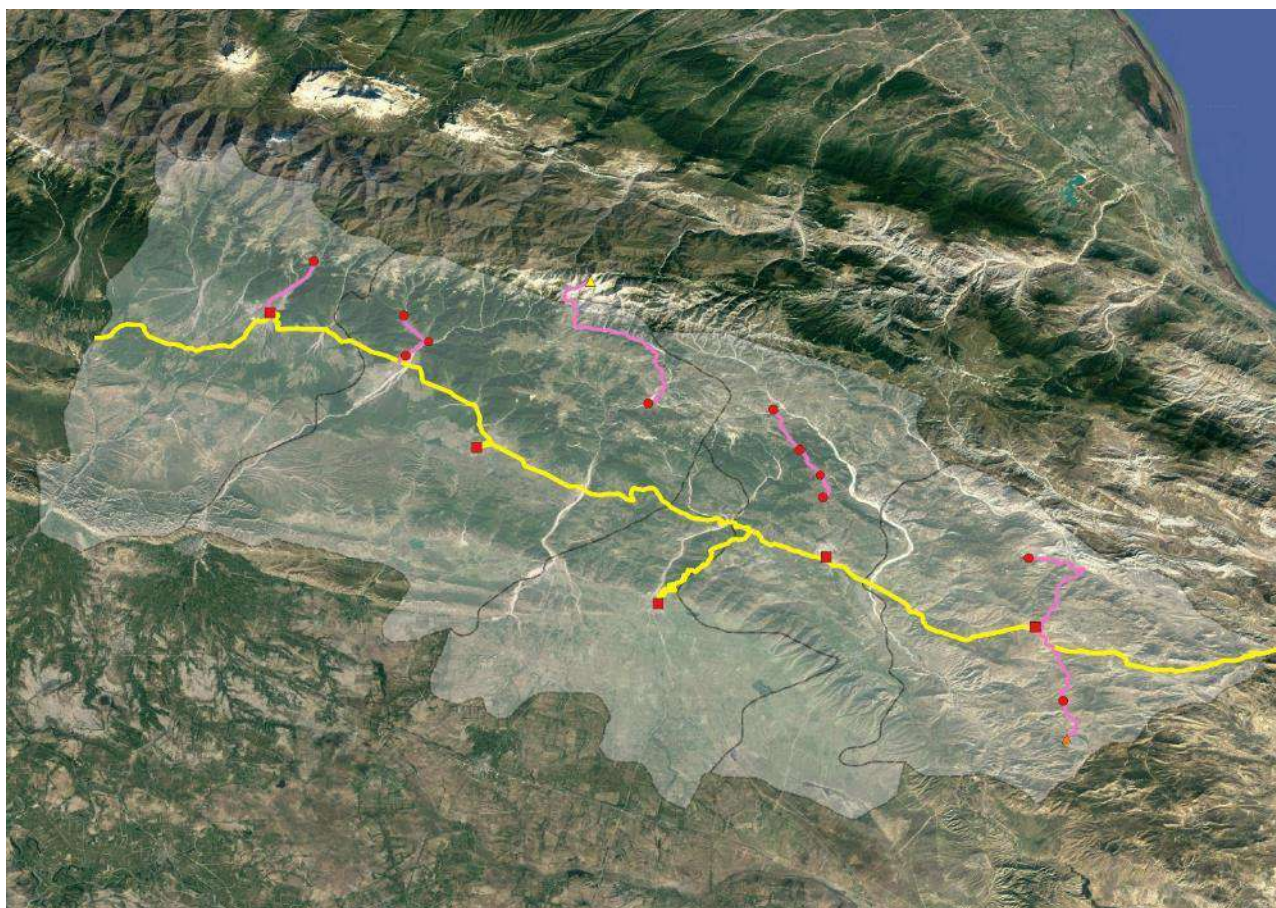
- Attractions: Therapeutic value of the Yengija and Gamarvan thermal springs.
- Natural and Cultural Resources:

	Itinerary stops	Natural Landscape	Tangible Heritage	Intangible Heritage	Educational	Food and wine	Culture Club
1	Nohurqishlag village	Nohur lake					
	Yengija village	Yengija thermalsSpring					

5.2.4. Into the wild: development of ecotourism paths

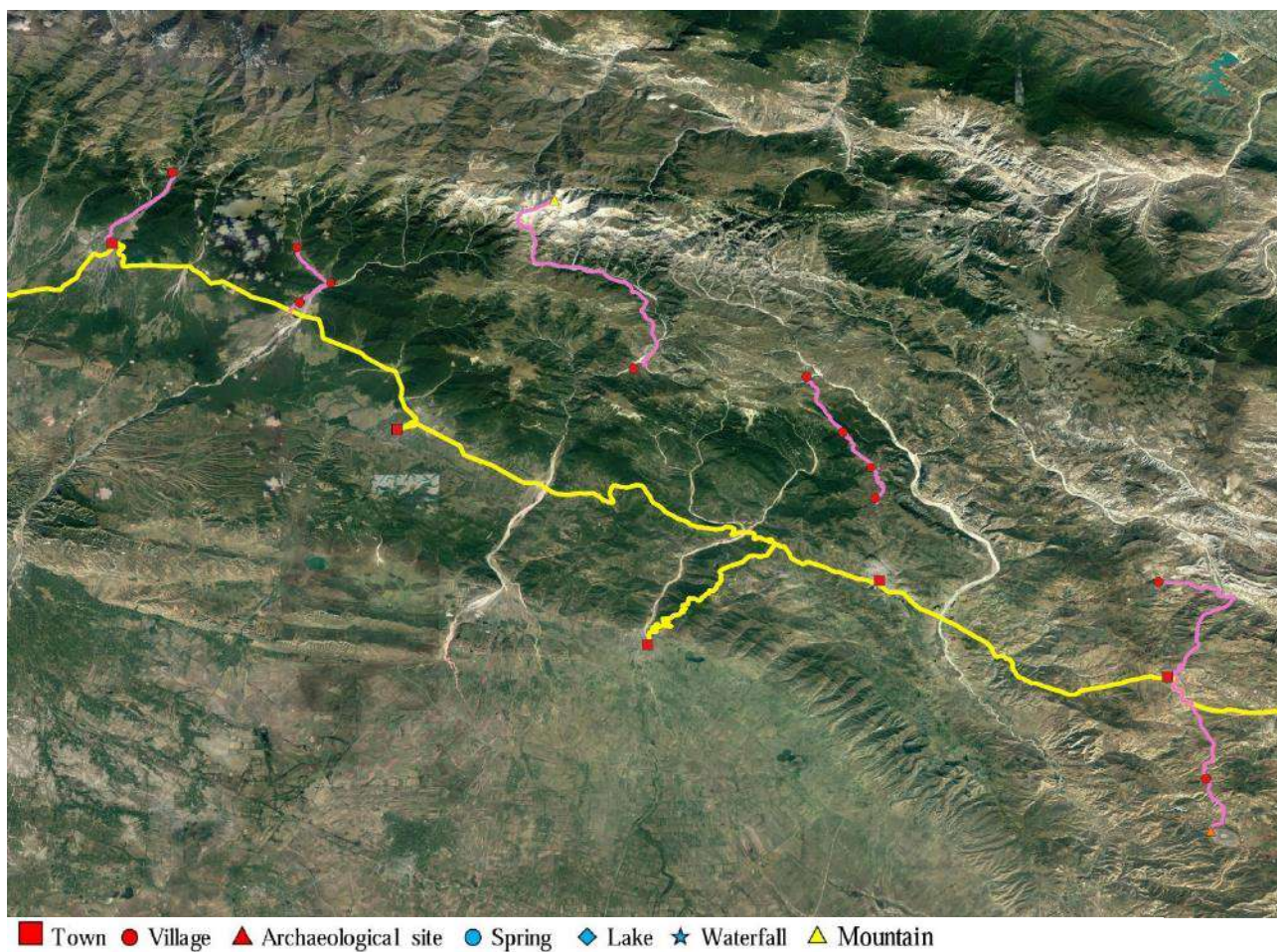
With its diverse flora and fauna and unique landscapes, the Ismayly Department's area holds tremendous potential for developing a successful ecotourism industry. With proper planning and management, ecotourism may contribute actively to the conservation of natural heritage on one hand, and, on the other hand, to the welfare of local communities.

- Theme: The Azerbaijani “North-West” road with its extraordinary variety of landscapes to visit (and experience) by car, by bus, on horseback, and on foot.
- Itinerary: the itinerary develops in the districts of Gobustan, Shamakha, Ismayly and Gabala:



Itinerary stops (from right):

1. Gobustan - Arabqadin - Mud volcanoes area
2. Gobustan - Gurbanchi - Nabur (off road)
3. Chukhuryurd - Nagarakhana - Pirgulu - Demirchi
4. Lahic - Babadag Mountain (off road and trekking)
5. Sumagalli - Istisu - Qalaciq
6. Gabala - Laza



- Attractions: Ismaylly State Reserve; Shamakhy Astrophysical Observatory; Tufan Alpine Skiing Complex; Gabaland
- Natural and Cultural Resources

	Itinerary stops	Natural Landscape	Tangible Heritage	Intangible Heritage	Educational	Food and wine	Culture Club
1	Arabqadin village	Desert-steppe					
	Mud volcanoes area	Desert-steppe, mud volcanoes					
2	Gurbanchi village	Desert-steppe					Gurbanchi Culture House
	Nabur village	Desert-steppe	Fortress				
3	Chukhuryurd village	Rural					Chukhuryurd Village Folklore house
	Nagaraxana village	Rural					Nagharakhana Village Folklore House
	Pirgulu village	Pirgulu forest	Shamakhy Astrophysical Observatory		Shamakhy Astrophysical Observatory		

	Demirci village	Mountain landscape					
4	Lahic village (starting point)	Mountain landscape					
	Babadag Mountain	Mountain peak (3,628 m)		Sacred mountain (legend complex)			
5	Sumagalli village	Ismaylly State Reserve (forest landscape)					
	Istisu village	Ismaylly State Reserve (forest landscape)					
	Qalacic village	Ismaylly State Reserve					
6	Tufandaq (Tourism Complex)	Mountain landscape					
	Laza	Mountain landscape					

5.4 Examples of good practices in tourism and cultural/natural resources management

The following pages contain short descriptions and web links of international good practices in tourism and cultural/natural resources management, presented as benchmarks for the actions proposed in the integrated management plan of the Ismayilli Regional Culture and Tourism Department.

1) Name: Val Camonica

Location: Lomdardia region, Italy

Description: the mountain valley called Val Camonica, 140.992 inhabitants, has developed a touristic management project, funded by the Cariplo bank foundation, with the aim of valorizing all the main cultural resources and local products. The results of the project are: a web touristic portal that includes all the information needed to plan a visit, and a Visitor Card of the valley, that permits to have discounts, museums entrance and public transportation facilities.

Link: <http://www.turismovallecamonica.it/en>

2) Name: In Lombardia

Location: Lombardia region, Italy

Description: the Lombardia region culture and tourism government, with the local chamber of commerce, has developed a web touristic portal that enable the tourists to have all the informations and facilities needed to visit the all region. This web portal is also a communication tool, based on the brand “InLombardia”, and is actively updated, with connections to social networks.

Link: <http://www.in-lombardia.com/>

3) Name: UNESCO Dolomites Foundation

Location: Veneto region, Italy

Description: The Dolomites are nine mountainous systems (142,000 hectares) each separated by valleys, rivers and other mountains, that make up the UNESCO World Heritage Site form a sort of archipelago spread over a vast Alpine area and falling within the boundaries of five Italian provinces of considerable institutional and administrative diversity.

The Foundation is the single point of contact with the Italian Ministry for the Environment and with the UNESCO World Heritage Site Committee and its job is to encourage communication and collaboration between the local authorities that manage and administer, the territory recognised by UNESCO as a World Heritage Site.

Link: <http://www.dolomitiunesco.info/?lang=en/>

4) Name: Bard Fortress

Location: Valle D'Aosta region, Italy

Description: the Bard Fortress is a monumental complex, entirely restored and refunctionalized to host 5 small museums and temporary exhibitions space. The Bard complex is an innovative cultural institution, thanks to the multifunctional approach of management, including not only museal functions, but also educational activities, events and festival organization and effective communication strategy (especially linked with being a perfect filming location, for example it has been part of the American film "The Avengers").

Link: <https://www.fortedibard.it/en/>

5) Name: Santo Stefano di Sessanio diffused hotel

Location: Santo Stefano di Sessanio, Abruzzo region, Italy

Description: Sextantio diffused hotel, is a cultural historical project and a business touristic activity, which recreates a medieval village in the centre of Italy hosting visitors, offering accommodations and various experiences, from how the villagers lived their lives to the food they ate and the crafts they practiced along with the skills they possessed, recreating a true-life experience of being there hundreds of years ago.

Link: <http://santostefano.sextantio.it/en/>

6) Name: Bandiere Arancioni (Orange flags)

Location: Italian small villages

Description: the "Bandiera Arancione" is the mark of quality tourism environment of the Italian Touring Club, is aimed at small inland villages which are distinguished by an excellent service and a welcoming atmosphere.

The brand intends to stimulate social and economic growth through the development of sustainable tourism. In particular, the objectives are: the use of local resources, the development of the local culture, the stimulus of crafts and local products, boost local entrepreneurship.

For tourists, the orange flag is an element of choice that provides the opportunity to live a quality experience to discover places of culture and traditions, outside the traditional tourist flows. To date, the TCI has awarded the Orange Flag 180 villages spread across 20 regions.

Link: www.bandierearancioni.it

7) Name: Borghi più belli d'Italia

Location: Italian small historical towns

Description: the "Borghi più belli d'Italia" (the "most beautiful villages" in Italy) is a club that collects small Italian towns of keen interest in art and history. He was born in March 2001, on the initiative of the Council for Tourism of the National Association of Italian Municipalities (ANCI), with the aim of helping to protect, preserve and revitalize small groups, common but sometimes individual fractions, which, being at the outside the main tourist routes, risk, despite the great value of being forgotten with consequent degradation, depopulation and abandonment. Initially, the group consisted of a hundred villages, then increased up to 209 (June 2012). The criteria for admission to the club to

meet the following requirements: integrity of the urban fabric, architectural harmony, living in the village, as the art history of the building public and private services to citizens.

Link: <http://www.borghitalia.it/>

8) Name: Iter Vitis cultural route

Location: 18 countries in European area

Description: the aim of this cultural route, involving 18 countries from Atlantic ocean to Caucasus, including Azerbaijan, is to focus on the wine-growing landscape as a sustainable tourism destination. This entails narrating the history and the life of the people, big and small local histories, through characteristic features: those that are visible (small walls, species of vine, mountains, hills, etc.) and those that are less perceptible (production conditions, vintages, use and consumption, savoir-faire, conflicts, and so on). These tourism activities help to create a "living landscape". They generate economic opportunities for the local population and for what is produced in the vineyards.

Link: <http://www.culture-routes.net/routes/the-iter-vitis-route>

9) Name: Jiuzhangou Biosphere Reserve

Location: China, Tibet

Description: Jiuzhangou, in Tibet, is a Biosphere Reserve of 72,000 square kilometres, where significant investments have been made on economic development, above all, focusing on ecotourism and eco-protection. Among the most interesting projects, the construction of a visitor centre, the setting up of "green" buses running on natural gas, the creation of small, family-run hotels. The adoption of integrated management is among the factors that have contributed most to the realization of these projects.

Link: <http://www.unesco.org/mabdb/br/brdir/directory/biores.asp?mode=all&code=CPR+14>

10) Name: Torino Musei visitor card

Location: Piedmont region, Italy

Description: Torino Musei visitor card is a communication and cultural public project, based on a tool which permits to visit freely or with discounts almost all the main museums and historical buildings of Turin and part of Piedmont Region, buying an annual promotional card. It is conceived especially for local people, aiming their commitment in culture and local identity.

Link: <https://www.abbonamentomusei.it/>

11) Name: Sweet Mountains

Location: Italian mountain villages

Description: Sweet Mountains is a collective mark linking small touristic businesses and activities diffused in mountain villages, expressing a sustainable way of mountain tourism.

The mark is managed by an NGO that provides capacity building for the associated, verify the quality of the touristic offer and assure communication and promotion.

Link: <http://www.sweetmountains.it/eng/>

12) Name: European Charter for Sustainable Tourism in Protected Areas

Location: European parks

Description: The European Charter for Sustainable Tourism in Protected Areas is a practical management tool that enables Protected Areas to develop tourism sustainably. It is a process divided in 3 parts:

- becoming a Sustainable Destination – Charter Part I, this is awarded to the protected area authority and covers a specifically defined Charter Area;

- sustainable Partners in Charter Areas – Charter Part II, for sustainable local tourism businesses within the Charter Area and capacity building for local operators in tourism;
- Sustainable Tour Operators in Charter Areas – Charter Part III, for sustainable tour operators bringing visitors to protected areas.

Link: <http://www.europarc.org/sustainable-tourism/>

13) Name: “Enoteche regionali” and “Botteghe del vino” (Wine workshops)

Location: Piedmont Region, Italy

Description: since the sixties Piedmont regional government has introduced public wine shops, and workshops, working as show-up for the best wines belonging to a particular area. One of them, “Enoteca regionale di Cavour”, is promoted by the Regional authority and located in a castle recognized in the World Heritage List. It sells high quality local wine, strictly selected, organizing prices, e-commerce and events. Another recent good example, promoted by the local community and the local municipality is the Grignolino wine shop (“Bottega del Grignolino”), in Portacomaro d’Asti, acting as focal point both for visitors and producers, and privately managed in connection with the other accommodation services (restaurants and hotels) present in the village.

Links: <http://www.castello.com/en/enoteca>; <http://www.bottegaedelgrignolino.it/Pages/pag05.htm>

14) Name: VinNatur

Location: Italian and international wineries

Description: The VinNatur Association brings together, using VinNatur collective mark, winemakers from around the world who want to defend the integrity of their territory, while respecting the history, culture and art which has been handed down over time. Producing natural wine means respecting the soils, the environment, the natural cycle of life, and eliminating the use of invasive and toxic agents, first in the vineyard and then in the cellar.

To enter the association and use the mark on bottles, winemakers have to sign and respect the mark guidelines for natural and organic wine production.

Link: <http://www.vinnatur.org/en/>

15) Name: Paniere dei prodotti tipici della provincia di Torino

Location: Turin department, Piedmont region, Italy

Description: the Typical Products Basket of the Province of Turin is a public quality mark which contains and promotes the agricultural products of the provincial territory, that, based on technical-scientific tests: are handcrafted by local producers, belong to the local historical tradition, are made from local raw materials, constitute a potential for local development.

Link: <http://www.prodottidelpaniere.it/>

16) Name: Cammini d’italia

Location: Italian pathways

Description: Cammini d’Italia is a culture ministry project, which constitutes the atlas of paths through Italy: a slow mobility network giving the country a veritable green infrastructure and offering the ability to travel throughout Italy on foot. The project is restoring historical pathways, such as the St Francis’ way or some roman ways, in order to promote Italian territory through sustainable mobility.

Link: <http://www.turismo.beniculturali.it/en/home-cammini-ditalia/>

17) Name: Trentino Quality mark

Location: Trentino Alto Adige region, Italy

Description: Trentino quality mark is a public owned mark, created in order to promote the region and its productions.

It is based on a disciplinary and strict guideline, used to verify the quality of applying products and businesses.

Link: <http://www.marchiotrentino.it/>

18) Name: TU, Langhe e Roero

Location: Piedmont region, Italy

Description: TU, Langhe and Roero is a tourism promotion public project for the rural area of Langhe and Roero (voted for wines such as Barolo, truffles, cheese).

The Langhe-Roero vineyard region in Italy, recognized as UNESCO world heritage site together with Monferrato, is an example of how a place brand based on the local cultural resources and associated with the collective trademark “Tu, Langhe e Roero” can be used to promote tourism.

Link: <http://www.langheroero.it>

19) Name: Ecomuseo del Casentino

Location: Tuscany Region Italy

Description: EcoMuseo del Casentino is a project promoted and coordinated by the Union of Municipalities, is a network of exhibition spaces, museums, testimonies and cultural experiences spread in the valley in close contact with local communities. They all contribute to the knowledge, interpretation and enhancement of the local cultural heritage in its material and immaterial expressions.

Link: <http://www.ecomuseo.casentino.toscana.it/>

20) Name: Alto Adige wine road

Location: Trentino Alto Adige region, Italy

Description: Alto Adige Wine road is a foodway, connecting public and private stakeholders committed in local wine and food production.

They propose tastings, experiences and discounts on the products with a promotion card.

Link: <http://www.suedtiroler-weinstrasse.it/en.html>

21) Name: Danube Slow food cruise

Location: Italy, Balcani

Description: Viaggiare i Balcani (travel in Balkans) is a private tour operator which organizes travels for tourists wanting to visit and experience the real and authentic Balkans. An example is a cruise on the Danube river, organized with Slow Food International, proposing tastings and cultural experiences in the villages around the river.

Link: <http://www.viaggiareibalcani.it/>

22) Name: Obidos Creative city

Location: Portugal

Description: Located on the western central coast of Portugal, Óbidos is an ancient fortified city that remains a well-preserved example of medieval architecture. In recent years, Óbidos has distinguished itself through a wise combination of heritage preservation and creative innovation, which led in 2015 to the inclusion in the Creative city network for literature. The transformation of the Gothic Saint Peter Church into a library and a bookshop best illustrates the city's commitment to following a sustainable urban revitalisation and development path. Above all, creativity, and literature in particular, are seen in Óbidos as enablers of social inclusion, job creation and a knowledge-based economy. In 2015, the city launched the first edition of the International Literary Festival of Óbidos (FOLIO), which gathers writers, editors and publishers in a conducive environment for networking and the exchange of ideas, as well as development of professional cooperation.

Link: <http://obidosvilaliteraria.com/en/a-estrategia-obidos-vila-literaria/>

23) Name: Cultural Route Napoleon

Location: Haute Provence region, France

Description: The road called the Route Napoléon is that taken by the Emperor from Golfe-Juan to Grenoble in 1815 on his return from Elba exile. This 350-km route has today become a tourist attraction, marked all the way along with commemorative plaques and monuments. And in addition to the historical interest, it passes through the beautiful scenery of the Alpes-Maritimes, Alpes-de-Haute-Provence, Hautes-Alpes and Isère departments.

Link: <https://www.route-napoleon.com/>

24) Name: Festival Nuovi Mondi

Location: Cuneo province, Italy

Description: festival Nuovi Mondi (new worlds festival) is a small film festival, based in mountain villages around Cuneo (Piedmont Region). It has an international scale and participation.

It contributes to the promotion and valorisation of the territory through the invitation of famous experts and discussion of high level topics.

Link: <http://www.nuovimondifestival.it/>

25) Name: Borghi Autentici d'Italia

Location: small villages in Italy

Description: Borghi Autentici d'Italia (authentic villages of Italy) is an association and a mark that brings together small and medium-sized municipalities, local authorities and local development bodies, around the objective of a sustainable, fair, respectful local and people-friendly model of development, linked to the valorisation of local identities. The goal: to rediscover Italian villages as places to live, sustain and preserve.

Link: <https://www.borghiautenticiditalia.it/>

5.5 Main touristic targets

In the following paragraph the main targets or types of tourists, assumed as potentially interested by the Ismayilli cultural touristic district, are described. In particular:

Cultural and creative tourist

Cultural tourism is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, crafts, architecture, religion. Cultural tourism includes tourism in urban areas, particularly historic cities and their cultural facilities such as museums and theatres. It can also include tourism in rural areas showcasing the traditions of indigenous cultural communities, and their values and lifestyle. This form of tourism is also becoming generally more popular throughout the world, (some examples could be the historic cities and villages in Italy such as Cremona, Milano, Florence, Venice) especially linked with creative tourism: that is the need of experience the practices, such as copper craft creation or see how carpets are made. Cultural tourism could be promoted for all season, but is more active in spring and summer.

Main characteristics:

- local or international people;
- every age;

- high willingness to pay;

Expectations:

- see and experience the culture, art and history of a place;
- appreciate art and craft productions;
- learn more about that;
- buy crafts;

Needs:

- high level accommodations;
- good infrastructures and facilities;
- prepared guides and operators;
- detailed information;

Ecologic tourist

It is tourism based on the natural attractions of an area. Examples include birdwatching, photography, camping, hiking, biking, and visiting parks (see Val Camonica and Sweet Mountains good practices). Experiential tourists are interested in a diversity of natural and cultural resources. They want what is real, and they want to be immersed in a rich natural experience.

From the standpoint of conservation, nature-based tourism provides incentives to conserve wildlife and habitats upon which the industry depends.

Nature tourism could be promoted in summer and spring season, depending on the climate.

Main characteristics:

- local and international tourists;
- young/middle age;
- medium willingness to pay;

Expectations:

- see and experience the nature and environment of the place;
- do sport (trekking, hiking, biking);
- discover authentic places;
- relaxing;

Needs:

- different levels of accommodations;
- good infrastructure and facilities;
- prepared guides and operators;
- assistance during the trips;
- detailed information;

Eno gastronomic tourist

It is the form of tourism aimed at exploring the food and beverage culture of a particular region (among the good practices see Tu, Langhe e Roero, Val Camonica, Danube Cruise). Among other activities, this type of tourist pays special attention to restaurants that offer dishes, typical products and wines of the territory and visits cellars and agro-food companies open to the public. An important role is played by the experiencing of the production of typical dishes and food.

Eno gastronomic tourism could be promoted for all seasons, paying attention to the seasonality of different local products.

Main characteristics:

- international people;
- middle/old age;
- high willingness to pay;

Expectations:

- discover local typical food and beverages;
- experience tastings;
- discover authentic places;
- learn more about preparation of food and beverages;
- buy products;

Needs:

- high level accommodations;
- authentic accommodations,
- high quality food and wine,
- good infrastructure and facilities,
- prepared guides and operators,
- detailed information

Adventure tourist

Adventure tourism is a type of niche tourism involving exploration or travel to remote areas, where the traveller should expect the unexpected. Adventure tourism is rapidly growing in popularity, especially among young people, as tourists seek unusual holidays, different from the typical vacation. It involves extreme sports, long trekking in the nature (for example see the Appalachian trail in North America, 3.510 Km length), and the experience of real local life, using simple accommodations, such as bed and breakfasts, hostels and camping. It is possible in summer and spring, depending on the climate of the selected area.

Main characteristics:

- international people;
- young age;
- low/medium willingness to pay;

Expectations:

- experience the authentic real life of the place;
- see and experience the nature and environment of the place;
- challenge themselves;
- meet local people;

Needs:

- cheap accommodations,
- authentic accommodations,
- basic assistance during the trip.

Genealogy and roots tourist

It is a segment of cultural tourism involving the research of family roots and traditions, visiting the area of origin of the family ancestors, or where they used to live.

Genealogy tourists want to experience the local way of life and see or discover the places linked to their origins. An example could be the Russian tourism in the village of Ivanovka. It isn't linked with seasonality.

Main characteristics:

- local or international people;
- every age;
- high willingness to pay;

Expectations:

- see and experience their roots;
- experience the authentic life of their origin place;

- learn more about history and culture;
- explore their families' origins;

Needs:

- different level accommodations;
- good infrastructures and facilities;
- prepared guides and operators;
- detailed information;

5.6 Job creation

The debate on the role of cultural heritage for sustaining livability, job creation, and local economic development have been increased over the last few decades. According to that debate, heritage is now largely considered a sector of activity that has economic impact and generates social benefits by creating, producing and distributing goods and services, in different economic sectors.

The effects in terms of job creation and increased value added with reference to the valorized image, renovated attractiveness and livability and efficient management of the Ismayilli Department, are coming mainly from an increased demand for the existing products and services as well as from the establishment of new entrepreneurial activities and businesses. A long lasting valorization as a result of the plan implementation should be properly associated also to the potential increase in property values and rental yields.

Based on such considerations, the implementation of the plan for the integrated management of Ismayilli cultural and natural resources could work as instrument for the generation of additional income and for creating new job opportunities, mainly in the cultural, artisanal and tourist sectors, as briefly described in the followings.

5.6.1. Touristic targets

A properly managed and protected cultural heritage, including natural environment and intangible assets, can attract larger sectors of visitors and engage their interest in the long term. In fact, the link between culture and tourism is the most visible aspect of the contribution of culture to local development. According to recent studies, 37% of the global tourism has a cultural motivation; heritage visitors stay longer, visit twice as many places, and so spend two and half times more than other visitors. In order to maximize the positive effects on the local economy, the overall objective will be to set up a diversified tourist offer, responding to the modern demand for cultural tourism as well as to that of creative-experiential tourism and ecotourism, in a general framework of sustainability. To accompany this process it would be very important to rely on well qualified and specialized human resources with specific competences and capacities in the sectors identified in the followings paragraphs.

5.6.2. Professional positions necessary

5.6.2.1 Cultural manager

Cultural managers are responsible for the policies, projects and programs related to arts and heritage in a community. They identify common interests around the town, city or region and provide opportunities for groups and individuals to learn about and celebrate their culture. Cultural managers

might also be known as cultural arts coordinator or cultural programs managers. They may work for museums, theatres, galleries, departments of cultural affairs, non-profit organizations or art councils. Cultural managers handle all aspects of researching, preparing and promoting community events or programs related to heritage or arts, including lectures, classes, camps, concerts and performances. They present program ideas to commissions, councils and community organizations in order to gather sponsorships, grants and funding sources. Cultural managers issue informational materials such as brochures, newsletters or press releases. They book visual, performance or literary artists for events and typically collaborate with other event stakeholders to go over important details.

Cultural managers take care of organizing and managing the promotional campaign using all available channel to reach the chosen target; their duties include information on television, press journalists/agencies, internet sites, hypertext building and exchange with external web resources, according to communication professionals.

5.6.2.2 Communication professional

Communication professionals draw on theories from fields as different as rhetoric and science, psychology and philosophy, sociology and linguistics. Communication professionals evaluate all communication materials, vehicles, stakeholders, targeting and more to determine if outreach is reaching the right audience in the right way. They select the communication channels and content (articles, blog posts, social media activity, press releases, annual reports) that will appeal to the audience. Communication analysis requires several skills, including: the ability to collect data quantitatively and qualitatively; the knowledge of tools used to evaluate that data; the understanding of communication theories.

5.6.2.3 Destination manager

Reasonably, once the valorization process will start, a remarkable amount of job demand will come up in the accommodation sector. Specific competences in accommodation and welcoming of visitors in heritage destinations, restaurants, hotels and rural houses will be necessary for a complete and attractive service offer to the future visitors of the area. Destination managers develop and promote tourism in order to attract visitors and generate income for a particular region or site. Destination managers, also known as tourism officers, work for a range of employers, including public and private destination management organizations, public agencies or partnerships and local authorities. Their role is varied and may include many different types of work. Key areas include marketing, visitor management and development of tourism products, services and facilities. Tourism officers could mainly deal with the handling of bureaucratic and administrative duties and all customs and administrative formalities in travel abroad. Depending on the level of the role, the job may also involve strategic planning, particularly in local authorities.

5.6.2.4 Ecotourist and monuments guide

Tour guides accompany individuals or groups in visits to artworks, museums, galleries, archaeological excavations, national parks, illustrating their historical, artistic, monumental, landscape and natural features. Tour guides must have a basic understanding of the history of art, and

they must be able to retain historical facts, dates and anecdotes, and then relay that information to visitors in an entertaining, informative way.

5.6.2.5 Adventure travel guide

Outdoor adventure guides organize and conduct expeditions for sports enthusiasts, adventurers, tourists or resort guests. They work for specialized adventure tourism companies, resorts, parks, lodges or campgrounds, or they operate their own small businesses. They might take clients with water rafting, fishing, hunting, or mountain climbing, depending on the season and on their skills. Adventure guides must know the characteristics of the territory, must be able to assess the risk in relation to customer experience, must have first aid knowledge and experience.

5.6.2.6 Monuments, historic buildings and archaeological areas maintainer

Maintainers are skilled workers with a good knowledge of traditional building materials and technique: masons, stonecutters, carpenters, plumbers, capable to deal with historic fabric and the different building elements. They are specialized workers who provide small work on masonry, wood, metal and other materials, on the green areas of monumental buildings and archaeological artefacts, in order to ensure the continuity of satisfactory conservation conditions and contain the processes of degradation – provided that for artistic works, such as mural painting, carvings and decorated surfaces, professional conservators-restorers are needed.

5.6.3 Current situation of the related educational and vocational offer

5.6.3.1 Cultural manager, Destination manager

ATMU - Azerbaijan Tourism and Management University provides both bachelor (4 years) and master (2 years) in “Tourism and Hotelier”: the curriculum foresees (inter alia) Azerbaijani history, languages, management, economy, finance, marketing, mathematics, accounting, legal basis of tourism business, destination management – with the prominent lack of art history. So, the resulting professional figure does not exactly match the “cultural manager” one, but it gathers many of its competences. The same course seems quite suitable for training “Destination managers” as well. Tourism and hotel management specialization are also provided at a lower level (Mingachevir Tourism College).

5.6.3.2 Ecotourist and monuments guide, Adventure travel guide

Vocational training centers provide training opportunities (1 year for students with full secondary education, 3 years otherwise) for “tourist guide” position – as well as for “tourist agent”.

5.6.3.3 Communication professional

ATMU - Azerbaijan Tourism and Management University provides both bachelor (4 years) and master (2 years) in “Marketing”: the curriculum foresees (inter alia) “Information communicational technologies”, “Social media and marketing communication”, “Marketing channels”,

“Advertisement management”, “Product and brand management”. So, the resulting professional figure quite matches the required one.

At a lower level, vocational training centers only provide training opportunities for “Advertising worker”, which does not match the “Communication professional” position.

5.6.3.4 Monuments, historic buildings and archaeological areas maintainer

Existing technical schools in Azerbaijan may be relevant about this worker profile (see Activity 1.5 Supporting document, Chapt. 4.3.2.1), although they might also be not sufficiently practice-oriented. Vocational training centers provide relevant courses such as “Carpenter”, “Furniture fitter”, “Electrician” and “Turner”; vocational training of mason, plaster-maker, decorator and stonecutter does not seem to be envisaged.

5.6.4 Educational and vocational opportunities to be introduced

Along with the existing educational offer, some vocational training, undergraduate training and post graduate training could be introduced into the current national education system to improve the general level of skills in the culture and tourism sector. Educational and vocational paths can be introduced, also in form of “recurrent training” both to improve the skills of existing professionals and to train new figures of cultural managers, destination managers and communication professionals.

Regarding the figure of the “Destination manager” – pivotal for the tourism promotion of the territory – it is worth to refer to the “VECTOR” Project (<http://www.vector-tourism.net/>). VECTOR project has been funded with support of the European Commission and co-funded by Erasmus+ Programme. The project aims at defining a high skilled professional profile of Destination Manager (DM), that is able of proposing strategies aiming at managing, enhancing and promoting tourist destinations in an integrated perspective. Secondly, it aims at developing a joint training curriculum for DM, defining the minimum requirements of the course according with the *European credit System for Vocational Education and Training (ECVET)* standards (learning outcomes, units of learning outcomes approach, etc.) with the objective to decrease the shortage of qualified professionals in the tourism sector. The project started in November 2015 and last for 3 years.

VECTOR objectives are the following:

- Explore the skills needs in tourism and exchange good practices, knowledge and experience among partners, regarding the Destination manager ability to conceive, enhance and promote tourist destinations;
- Develop an innovative and joined training curriculum related to the Destination manager profile using the ECVET approach and *European Quality Assurance Reference (EQAVET)* principles to be included in an online course (e-learning platform);
- Organize a pilot phase in Spain and Italy involving 24 trainees to test some of the most crucial and innovative modules included in the DM training curriculum. Other units/modules of the e-learning platform will be tested at distance with the support of tutors;
- Draft an *European Qualifications Framework for Lifelong Learning (EQF)*-based set of educational standards for destination managers based on project findings, on current European *Vocational education and training (VET)* developments (with a strong focus on labor market needs), on the characteristics of this occupation and, consequently, define a qualification

- profile for this occupation describing knowledge, skills and competencies in the tourist field achieving a 5th level in the related EQF system;
- Validate the Destination manager profile and related training curriculum.

VECTOR has produced and made available online useful documentation: <http://www.vector-tourism.net/documentation>.

5.7 Monitoring and Evaluation mechanisms

To complete the plan for the integrated management of the area, the establishment of a monitoring and evaluation system to assess the effective implementation of the proposed actions and of the generated impacts, in cultural and economic terms, is needed. To that purpose, it is necessary to elaborate a control model based on specific indicators and analytical parameters. Some possible indicators are already identified per each of the proposed measures (see par. 5.2).

Other indicators to monitor the performance of the plan are two categories of economic and cultural indicators, as follows:

Economic indicators:

- the value added of tourism and cultural activities in the country;
- the variation in tourist expenditure (primarily hospitality) in the region;
- the personal income of citizens in the concerned area and villages;
- employment created in the tourism and cultural sectors;
- the number of visits to festivals and events;
- the number of tourists visiting Ismayilli Department;
- the number of entrepreneurial initiatives based on cultural resources activated in the area;
- the increase of investment of private sector in heritage assets or cultural activities;
- the increase of funding of the public in the culture sector;

Cultural indicators:

- the number of cultural initiatives, projects and events, activated in the area;
- the number of restoration and recovery projects in the area;
- the variation of the perception of the Ismayilli region at the country and at the international level;
- the increase of the cultural exchanges among the different municipalities and communities interested;
- the increase of capacities of cultural and touristic operators;
- the increase of the preference of tourist towards the services offered in the region in comparison with the other attractions of the country;
- the quality improvement of the local cultural based productions (craft and agriculture);
- the trends in the tourist reputation on the international media;

To ensure an effective monitoring, once the operative phase will start, single indicators identified in the plan will need to be detailed according to:

- the real capacity to collect and elaborate data from the region;
- the availability of data to periodically update the indicators;
- the reliability of the information sources.

The periodic collection of data through the selected indicators would allow to implement efficiently the proposed actions and the overall scopes of the plan, and to introduce corrective measures, when necessary, on the basis of the results obtained during time.

5.8 Follow-up and further recommendations for the development of the plan

A few developments, to be furtherly explored and detailed, could be identified for a future implementation agenda, in order to maximise the efficacy of this plan and its impact on the concerned territory. These possible steps have been identified in:

1) Accompanying measures

Some accompanying and supporting measures –with special regard to capacity building and to the possible implementation of pilot projects to start-up the plan, would be strongly advisable for ensuring a reasonable implementation of the proposed actions through the overall valorisation process.

2) Extend the analysis to other Departments

As a possible follow up of the plan and its proposed actions, it could be considered the possibility to apply the analysis, over the time, also in other areas of the country to enforce the cultural policies and more efficiently improve the overall organization of the cultural sector in Azerbaijan. The enlargement of the actions to the districts of Oghuz, Shaki, Gakh, Zagatale, Balakan, interested by the Tourist corridor from Baku to Georgia, under implementation by the government, but also other departments such as Shamkir and Lankaran and could be a first concrete possibility of extension of the plan. This possible action should be based also on the feedbacks data coming from the monitoring of the activities implemented for the Ismayilli Department. Comparing the approaches and the measures with the two World Heritage Sites of Gobustan and Baku Old Town, which are required by UNESCO to implement an integrated management plan, could be interesting and effective in harmonizing the governance approach and the managing capacities at the country level.

3) Detail the plan through a focus on local economic development planning

Another possible development of the present plan could be to set up local economic development plans. This action would complete the integrated approach proposed by the plan by defining specific economic and financial measures to support the creation of a cultural-touristic district in the Ismayilli Department, and to accompany the economic diversification at the country level as well.

4) Develop targeted new forms of collaboration

The development of targeted networking among single institutions (e.g. between museums, historic villages, festivals with similar realities in other countries) at the international level could be an

effective additional measure to improve the efficacy of the plan by facilitating the raising the interest of the public towards the Ismaiylly Department and its attractors.

Annexes

Annex 1 - Items listed in territory of İsmayilli Regional Culture and Tourism Department

	Approved by the order N: 132 dated 2 nd August 2001 by the Cabinet of Ministers of the Republic of Azerbaijan Appendix 1
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List of immovable historical and cultural monuments of world importance

Architectural monuments

Inventory N: of monument	Name of monument	History	Location
14.	Lahij State Historical-Cultural Reserve	XV – XIX centuries	İsmayilli district, Lahij settlement

Archeological monuments

Inventory N: of monument	Name of monument	History	Location
54.	Ancient Gabala city, Salbir castle	ancient period-medieval	Gabala district
55.	Ancient Shamakhi city	ancient period-medieval	Shamakhi city
56.	Ancient Cemetery, temple və habitation	ancient period	Agsu district, Nuydu village

	<p>Approved by the order N: 132 dated 2nd August 2001 by the Cabinet of Ministers of the Republic of Azerbaijan</p> <p>Appendix 2</p>
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List of immovable historical and cultural monuments of national importance

Architectural monuments

Inventory N: of monument	Name of monument	History	Location
	<i>Agsu district</i>		
205.	Sheikh Dursun tomb	1457 year	Agsu city
	<i>İsmayilli district</i>		
266.	Maiden tower	VII century	Khanagah village
	<i>Gabala district</i>		
289.	Alban temple	IV – VIII centuries	Amirli village
290.	Tombs complex:		
291.	Sheikh Badraddin tomb	1446 year	Hamza village
292.	Sheikh Mansur tomb	XVI century	Hamza village
293.	Sheikh Mahammad tomb	XV century	Hamza village
294.	Tomb	XVI century	Hamza village
295.*	Castle	VI – IX centuries	Vandam village
296.*	Castle	IX – XV centuries	Nij village
	<i>Gobustan district</i>		
297.	Diri Baba tomb	1402 year	Gobustan city
	<i>Shamakhi district</i>		
317.	Galeyi Baygurt	XII – XV centuries	Shamakhi city
318.	Juma Mosque	VIII – XIX centuries	Shamakhi city
319.	Gulustan castle	VIII – XV centuries	Shamakhi city
320.	Shakhandan cupola	XVII century	Shamakhi city
321.	Astrophysical observatory	1962 year	Shamakhi district

Archeological monuments

Inventory N: of monument	Name of monument	History	Location
	<i>Agsu district</i>		
807.*	Javanshir habitation	early medieval	3 km eastward from Agsu city
808.	New Shamakhi relics	medieval	5 km from Agsu city
809.*	Girlartapa habitation	eneolit-ancient period	Girlar village
810.	Ancient Cemetery	I century	Near Girlar village
811.*	Ruined city location	XVI—XVIII centuries	Near Ulguj village
812.	Khanyurdu barrow	bronze age	Arabushaghi village
813.	Garachibulag	BC III—I centuries	Eastward from Nuran village
814.	Garachukha necropolis	Late bronze-early iron age	Eastward from Nuran village
815.	Khazina mountain	medieval	Near Padar village
816.	Necropolis	I—III centuries	Eastward Khasindara village
	<i>İsmayilli district</i>		
1140.	Necropolis	I—V centuries	Castlegah village
1141.	Habitation	I—V centuries	Castlegah village
1142.	Winter camp habitation	BC I century — I century AD	Castlegah village
1143.*	Galagah shahargah	II—IV centuries	Near Galagah village
1144.	Old Cemetery	BC III—I centuries — I century AD	Mollaisagli village
1145.	Habitation	BC III—I centuries — e. I century	Mollaisagli village
1146.	Shikdara kalla habitation	BC IV—I centuries	Mollaisagli village
1147.	Bozavand necropolis	BC IV—I centuries	Mollaisagli village, left bank of Goychai river
1148.	Old Cemetery	I century	Ganja village
1149.	Old Cemetery	BC III—I centuries — I—II centuries AD	Zarnava village
1150.	Old Cemetery	BC III century	Hajihatamli village
1151.	Habitation and Necropolis	BC III—I centuries	Hajihatamli village
1152.	Habitation	BC III—I centuries	Southward Hajihatamli village
1153.	Shamdlan habitation	VIII—XVIII centuries	Zargaran village
1154.	Amphora burials necropolis	BC III—I centuries	Eastward Shabiyan village
1155.	Belbakhcha habitation	BC I century — III century AD	Gurduvan village
1156.	Habitation	I—V centuries	Talistan village
1157.	Soghanlig necropolis	BC III—I centuries	Southward Tirjan village
1158.	Shekili necropolis	BC IV—I centuries	Vang village
1159.	Habitation	XIII—XIV centuries	Nothward Galajig village
1160.	Necropolis	BC III—I centuries	North from Pirabilgasim village
1161.	Amphora burials necropolis	I—II centuries	Ashigbayramli village

1162.	Big Cemetery	XV—XX centuries	Guyum village
1163.	Khapaya castle	medieval	North of Topchu village
1164.	Khanvillage habitation	medieval	South-east of Basgal village
1165.	Necropolis	ancient period	Gubakhalilli settlement
1166.*	Kanza habitation	BC III—I centuries	Kanza village
1167.*	Gandov necropolis	BC I century—I century AD	Gandov village, right bank of Girdiman river
1168.*	Niyal castle	IX—XII centuries	Between Lahij and Basgal villages
1169.*	Sulut habitation	IX—XIII centuries	Sulut village
1170.*	Galfaraj habitation	IX—XII centuries	Galfaraj village
	<i>Gabala district</i>		
1293.	Kamaltapa	IX—XVIII centuries	50 m south from Gabala city gate
1294.	Chukhur Gabala habitation	IX—XVIII centuries	In front of Gabala castle, south part of Kamaltapa
1295.	Tomb	IX—X centuries	500 m southward from Chukhur Gabala village
1296.	Barrow	early bronze age	5 km north-west from Hajjalli village
1297.	Kilsadagh temple	early medieval	North-east of Hajjalli village
1298.	Yalovlutapa cemetery	ancient period	Nijabdally village
1299.	“Gachag houses” construction	IX—XIX centuries	Savalan village
1300.	Kolatan	IX—XIV centuries	5 km southward from Savalan village, Savalan mountain
1301.	Bulagli valley habitation	III—VIII centuries	2 km north-east from Savalan village
1302.	Garaul təpə	BC V century—X century AD	Savalan village, south of Savalan mountain
1303.	Pirasharif castle	IX—XIV centuries	Dizakhli village
1304.	Soil barrow	BC I millennium	500 m north-east from Dizakhli village
1305.	Stone barrow	bronze age	North of Dizakhli village
1306.	Castle	VI—IX centuries	Vandam village
1307.	Dashmir habitation	III—IX centuries	5 km north from Vandam village, between Kechaltapa and Jindagh mountains
1308.	Castle	IX—XIV centuries	Nij village
1309.	Yaloylutapa necropolis	ancient period	Southward from Nij villagedən
1310.	Gavur castle	IX—XIV centuries	Bum village
1311.	Akhitapa habitation	V—XIV centuries	500 m north-east from Bum village, west foot of Gunadagh mountain
1312.	Necropolis	BC IV century and I century AD	Shafili village
1313.	Dakhaltapa	I—XI centuries	1 km south from Shafili village
1314.	Soil barrow	BC Early I millennium	1 km north from Shafili village
1315.	Tomb	XVIII century	1 km north from Shafili village
1316.	Habitation and Cemetery	ancient period	Amirvan village, in the farm territory
1317.	The ruins of Baylar village	IX—XVIII centuries	Between Amirvan-Yengija villages

1318.	The ruins of Round Church	VIII—XVI centuries	3 km north-west from Amili village
1319.	Soil barrow	BC I millennium	East of Amili village
1320.	Seven hills (Yedditəpə) habitation	V—VIII centuries	3 km north from Bayramkokhali village
1321.	Ustajan castle	IX—XIV centuries	South-east from Bayramkokhali village
1322.	Ustajan hill	V—VIII centuries	10 km south-east from Bayramkokhali village, between Goychay and Yeleyan hills
1323.	Khirmantapa habitation	IX—XIV centuries	Eastward from Bayramkokhali village, west part of Goychay valley
1324.	Khazra wooden shrine	XI—XVIII centuries	3 km north-east from Bayramkokhali village
1325.	Kalash castle location	V—XI centuries	Southward from Sileyli village
1326.	Bujag location	IX—XIV centuries	Sileyli village
1327.	Stone barrow	bronze age	Sileyli village
1328.	Galadam	VI—XIV centuries	4 km north from Kamarvan village, on the top of mountain
1329.	Surkhai castle	IX—XIV centuries	Between Turyanchay and Goychay valleys, on the top of Surkhaykhan mountain
1330.	Shihitapa habitation	IX—XIV centuries	Between Turyanchay and Goychay valleys, on the top of Surkhaykhan mountain, in Shihitapa territory
1331.	Gachag house habitation	IX—XIV centuries	On the junction of Garachay and Turyanchay rivers
1332.	Chakhchakhli habitation	IX—XIV centuries	1 km south-west from Yengija village
1333.	Bayramkokha castle	Early medieval	On the east from Zalam village
1334.	Gizlar (maids) castle	IX—XIV centuries	3 km east from Zalam village
1335.	Kharabakand location	XI—XVIII centuries	2 km south-west from Mammadaghali village
1336.	Castle	early medieval	3 km south-west from Kurd village
1337.	Aghjaburun habitation	IX—XIV centuries	3 km south-west from Kurd village
1338.	Amphora burials necropolis	BC II—I centuries – I—II centuries AD	Near Yenikand village, on the west of Garachay river
1339.	Seyidtala habitation	BC IV—I centuries	5 km south from Kichik Pirali village, 4 km from Gabala shahargah
1340.	Gafarli habitation	IX—XIV centuries	3 km south from Kichik Pirali village, in Gafarli territory
1341.	Garatapa	BC early I millennium	1 km south-east from Sarihajili village
1342.	Kabir mikh habitation	V—VIII centuries	2 km north-east from Tovla village
1343.	Torpagtapa habitation	BC early I millennium	500 m south from Tovla village

1344.	Temple area in Gabala city	ancient period	3 km south from Tovla village
1345.*	Azakhli barrow	bronze age	Azakhli village
	<i>Gobustan district</i>		
1346.	Gobustan habitation	early medieval	North from Gobustan city
1347.	Kolani habitation	ancient period	Poladli village
1348.	Sharar necropolis	ancient period və early medieval	Poladli village
1349.	Amphora burials necropolis	ancient period	Bekle village
1350.*	Cemetery	ancient period, medieval	Chalov village
1351.*	Chalov habitation	early medieval	Chalov village
1352.*	Jayirli habitation	early medieval	Jayirli village
1353.*	Shikhzayirli barrow	early medieval	Shikhzayirli village
1354.	Gadirtapa barrow	bronze age	2 km north-west from Sundi village
1355.	Chakhna necropolis	ancient period	Chiragli village
1356.	Habitation	ancient period	Chiragli village
1357.	Necropolis	ancient period	Chiragli village
1358.*	Kolani habitation	early medieval	Golani village
1359.*	Galajig fortification	early medieval	Golani village
1360.*	Habitation	early medieval	Jamjamli village
	<i>Shamakhi district</i>		
1703.	Khinisli cemetery	early medieval	2 km north from Shamakhi city, Khinisli village
1704.*	Habitation	XV century	North from Jarhan village
1705.*	Pir Mardakan abode	XII century	Goylar village
1706.	Galajig habitation	III—XIII centuries	Goylar village
1707.	Amphora burials necropolis	ancient period	Daghgoylar village
1708.	Shahargah	ancient period and early medieval	Cholgoylar village
1709.	Shahargah's cemetery	ancient period and early medieval	Cholgoylar village
1710.	Sakhsili takhta habitation	ancient period and early medieval	Cholgoylar village
1711.	Pirabaghdad necropolis		Cholgoylar village
1712.*	Saritapa barrow	early medieval	II Chayli village
1713.	Two brothers' barrow	Iron age	Chukhuryurd village
1714.	Barrows complex (6 pieces)	Bronze and iron age	Chukhuryurd village
1715.	Necropolis	ancient period	Chukhuryurd village
1716.*	Chukhuryurd habitation	Early medieval	Chukhuryurd village
1717.	Cemetery	ancient period and medieval	Gunashli village
1718.	Shahargah Necropolis	Early medieval	Baghirli village
1719.	Gunashli habitation	ancient period and medieval	Dagh Baghirli village
1720.	Gushchu cemetery	Early medieval	Gushchu village

Approved by the Order N: 132 dated
2nd August 2001 by the Cabinet of
Ministers of the Republic of Azerbaijan

Appendix 3

List of immovable historical and cultural monuments of local importance

Architectural monuments

Inventory N: of monument	Name of monument	History	Location
	<i>Aghsu district</i>		
4085.*	Pir Bakhtiyar tomb	XX century	Aghsu city
4086.	Tomb	1909	Garagoyunlu village
4087.	Tomb	1897	Garagoyunlu village
4088.	Bilal Afandi mosque	XIX century	Padar village
4089.	Mosque	XX century	Padar village
4090.*	Sheikh Ahmadli tomb	XIX century	Khalilli village
	<i>İsmayilli district</i>		
4355.	Goshabulaq	XIX century	Talistan village
4356.	Mosque	XIX century	İsmayilli city
4357.	Hamam	XIX century	Basqal village
4358.	Tomb	XIX century	Zeyva village
4359.	Girdiman Castle	XVIII century	Lahij village
4360.	Fitdagh	XVIII century	Sulut village
4361.	Cupola (tomb)	XVIII century	Pirabilqasim village
4362.	Khan Castle	XVII century	Khanvillage village
4363.	Gasimkhan Castle	XVII century	Galajiq village
4364.	Church	XII century	Galakah village
4365.	Church	XIX century	Kirk village
4366.	Church	XIX century	Keshkhurt village
4367.	Mosque	XIX century	Diyalli village
4368.	Mosque	XIX century	Topchu village
4369.	Mosque	XIX century	Taghlabiyan village
4370.	Mosque	XIX century	Yeniyol village
4371.*	Juma mosque	XIX century	Sumaqalli village
4372.	“Zarbi-muju” residential house	XVIII century	Muju village
	<i>Lahij Historical-Cultural reserve</i>		
4373.	A.Damirov’s residential house	1870	Bayramov str., 3
4374.	Haji Samad Shirinov’s residential house	1864-1865	Bayramov str., 5
4375.	Mammad Manafov’s residential house	1870	Bayramov str., 7
4376.	Aghabalayev brothers’ residential house	1800	Bayramov str., 11
4377.	Muslum Damirov’s residential house	1897-1898	Bayramov str., 12
4378.	Eyni Nazarov’s residential house	1770	Bayramov str., 14
4379.	Ali Mammadov’s residential house	1907-1908	Bayramov str., 16
4380.	Mirza Agha Aliyev’s residential house	1851-1852	Bayramov str., 18
4381.	Badavun mosque	1791	Bayramov str.
4382.	Mammad İbrahim’s residential house	1918	S.Vurghun str., 2
4383.	Hajidadash Haqverdiyev’s residential house	1832-1833	S.Vurghun str., 7
4384.	Mashadi Mammad’s residential house	1908	S.Vurghun str., 8
4385.	HajiMolla Huseyn’s residential house	1902	S.Vurghun str., 10

4386.	Agharahim Rahimov's residential house	1908-1909	S.Vurghun str., 11
4387.	Mammad Abbasov's residential house	1870	S.Vurghun str., 13
4388.	Mahmud Aliyev's residential house	1880	S.Vurghun str., 17
4389.	Baghirov's residential house	1908	S.Vurghun str., 18
4390.	Ramazan Rzayev's residential house	1906-1907	S.Vurghun str., 20
4391.	Jabrayil Allahverdiyev's residential house	1920	1 st S.Vurghun sidestreet, 3
4392.	Gazanfar's residential house	XIX century	1 st S.Vurghun sidestreet, 6
4393.	Agholu mosque	1902	Q.İsmayilov str.
4394.	Anakhanım Ashumova's residential house	1890	Q.İsmayilov str., 1
4395.	M.Nurmammadov's residential house	1902-1903	Q.İsmayilov str., 6
4396.	Baghır Aliyev's residential house	1872	Q.İsmayilov str., 7
4397.	Baba Mammadzada's residential house	1851-1855	Q.İsmayilov str., 8
4398.	Salim Aliyev's residential house	1860	Q.İsmayilov str., 10
4399.	Nacafqulu Quliyev's residential house	1910	R.Najafov str., 6
4400.	Macid Abbasov's residential house	1909-1910	R.Najafov str., 7
4401.	Sattar Abbasov's residential house	1890	R.Najafov str., 13
4402.	Haji Janbakhış's residential house	1884-1885	R.Najafov str., 16
4403.	Mirsadiq Sadiqov's residential house	1820	R.Najafov str., 19
4404.	Cabi Malikov's residential house	1875-1876	R.Najafov str., 22
4405.	Mikayıl Malikov's residential house	1900	R.Najafov str., 22 A
4406.	Mehdi KHalilov's residential house	1920	R.Najafov str., 33
4407.	Sona Qadirova's residential house	1870	R.Najafov str., 37
4408.	Ahad Huseynov's residential house	1820	R.Najafov str., 46
4409.	Talıb İbrahimov's residential house	1920	R.Najafov str.
4410.	Musa Huseynov's residential house	1820	R.Najafov döngəsi, 1
4411.	Zavaro mosque	XIX century	R.Najafov str.
4412.	Zavaro spring-fountain	XIX century	R.Najafov str.
4413.	Haji Jahanbakhış hamam	XIX century	N.Huseynov str., 2
4414.	Mashadi Mammadali Talıbov's residential house	1911-1912	N.Huseynov str., 3
4415.	Gasım Gasımov's residential house	1877-1878	N.Huseynov str., 4
4416.	Huseynali Huseynov's residential house	1850	N.Huseynov str., 5
4417.	Aziz Abbasov's residential house	1910-1911	N.Huseynov str., 8
4418.	Akbar Rahimov's residential house	1877-1878	N.Huseynov str., 10
4419.	Haji Ashır's residential house	XIX century	N.Huseynov str., 13
4420.	HajiMolla Huseyn's 2 floored shop-store	XIX century	N.Huseynov str., 17
4421.	Kabla Bayram's 2 floored shop-store	XIX century	N.Huseynov str., 19
4422.	Naghi Aliyev's residential house	XIX century	N.Huseynov str., 27
4423.	Workshops-studios	XIX century	N.Huseynov str., 29
4424.	Kamil Kamilov's residential house	1811-1812	N.Huseynov str., 38
4425.	Bashir Musayev's residential house	1903-1904	N.Huseynov str., 39
4426.	Haji Gulu Alasgarov's residential house	1910	N.Huseynov str., 40
4427.	HajiAgha Sultanov's residential house	XIX century	N.Huseynov str., 48
4428.	Alimansur's residential house		N.Huseynov str., 50
4429.	Mashadi Suleyman's residential house	1901	N.Huseynov str., 52
4430.	Abdulla Dadashov's residential house	1914-1916	N.Huseynov str., 54
4431.	Hajibaba Seyfaliyev's residential house	1820	N.Huseynov, 10 th sidestreet, 3
4432.	Baba Alimardanov's residential house	1870	N.Huseynov, 12 th sidestreet, 1
4433.	Mashadi Mutallim's store	XIX century	N.Huseynov str.
4434.	Baladayı's work studio	XIX century	N.Huseynov str.
4435.	Hajiyevs' residential house	1930	N.Huseynov str.
4436.	Baba spring-fountain	XIX century	N.Huseynov str.
4437.	Haji Garay spring-fountain	XIX century	N.Huseynov str.
4438.	Yukhari Aragıt mosque	XIX century	Narimanov str.
4439.	Water mill	XIX century	Narimanov str., 1

4440.	Haji Ahmad's residential house	1882	Narimanov str., 8
4441.	Mirza Mahammad's residential house	XIX century	Narimanov str., 16
4442.	Seyids' residential house	XIX century	Narimanov str., 17
4443.	Aghabala Novruzov's residential house	1920	Narimanov str., 20
4444.	Huseyn Akhundov's residential house	1902-1903	Narimanov str., 26
4445.	Haji Abdulali's store	1911	Narimanov str., 36
4446.	Suleymanovs' residential house	XIX century	Narimanov str., 38
4447.	Rahimli's residential house	1896	Narimanov, 1 st sidestreet, 1
4448.	Aghamusa Kazimov's residential house	1900	Narimanov, 1 st sidestreet, 2
4449.	Mirzali Akhundov's residential house	1884-1885	Narimanov, 2 nd sidestreet, 4
4450.	Ashaghi Aragit mosque	XIX century	Khaqani str.
4451.	Haji Mammadali's residential house	1913	Khaqani str., 2
4452.	Mammad's residential house	XIX century	Khaqani str., 3
4453.	Seyfulla Aliyev's residential house	1912	Khaqani str., 4
4454.	İsgandar İsgandarov's residential house	1903-1904	Khaqani str., 10
4455.	Soltan Babayev's residential house	190	Khaqani str., 14
4456.	Mashadi Damad's residential house	XIX century	Khaqani str., 17
4457.	Baba Quliyev's residential house	1920	Khaqani str., 19
4458.	Master Mahammad Rza's residential house	1926	Khaqani str., 21
4459.	Haji Mahmud mosque	XIX century	Lahij settlement
4460.	Haji Nurmammad hamam	XIX century	Zavara cemetery
4461.	Haji Gahraman hamam	XIX century	N.Huseynov str.
4462.	Aslani hamam	XIX century	N.Huseynov str.
4463.	Lil bridge	XIX century	Lil valley
4464.	Haji Molla Huseyn hamam	XIX century	Khaqani str., 7
4465.	Mashadi Alakbar's residential house	1907	Khaqani str., 23
	Basqal Historical-Cultural reserve		
4466.	Hamam	XVII century	Basqal village
4467.	Mosque	XVII century	Basqal village
	Gabala district		
4582.	"Mirzali evi" residential house		Vandam village
4583.	Juma mosque	1899-1906	Gabala city, Nizami str., 1
4584.	Castle (ancient defense fortress)	IX—XIII centuries	Gabala city, Nizami str., 18
4585.	Tomb	XIII—XIX centuries	Gabala city, big cemetery
4586.	İmam Baba tomb	XIII—XIX centuries	Gabala city, cemetery
4587.	Sakkizgushali Mosque	XIX century	Gabala city
4588.	Mosque	XIX century	Bum village
4589.	Mosque	XIX century	Bum village
4590.	3floored residential house	XIX century	Dizakhlı village
	Qobustan district		
4591.	Caravanserai	XVII century	Qobustan city [66]
4592.	Fortress		Nabur village
4593.	Mosque	XIV century	Sundu village
4594.	Caravanserai	XV century	Khilmilli village
4595.	Javanshir Castle		Shikhlar village
	Shamakhi district		
4958.	Qosha Bulaq	XIX century	Shamakhi city
4959.	Bridge	1826	SHamakhi city
4960.	Tomb	XIII century	Goylar village
4961.	Complex of tombs (8)	XVII century	Kalakhana village
4962.*	Mosque	XIX century	Safalı village
4963.*	Mosque	1892	Damirchilar village

Garden-park, monumentals and memorials

Inventory N: of monument	Name of monument	History	Location
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5617.	Memorial monument devoted to citizens martyred in World War II		Aghsu city, S.Vurghun str.
5642.	Memorial monument devoted to citizens martyred in World War II		İsmayılı city
5657.*	İsmayılbaý Gutgashınl's memorial museum		Gabala city
5658.*	İsmayılbaý Gutgashınl's grave monument		Gabala district, Gabala village
5683.	M.A.Sabir's home museum		SHamaklı city, Shirvani str.
5684.	S.A.Shirvani's grave monument		Shamaklı, Shahi-khandan cemetery
5685.	M.A.Sabir's grave monument		Shamaklı, Yedigumbaz cemetery
5686.	Memorial monument devoted to citizens martyred in World War II		Shamaklı city

Archeological monuments

Inventory N: of monument	Name of monument	History	Location
	<i>Aghsu district</i>		
5760.*	Old town ruins	XVI—XVIII centuries	Nearby Ulguj village
5761.	Peldakhar habitation	the Middle ages	Between Guzay and Gırlar villages
5762.	Varna tomb	XIX century	Nearby Yenikand village
	<i>İsmayılı district</i>		
5830.	Kurduvan plain habitation	the Middle ages	Southern-east of Gurduvan village
5831.	Cemetery	XVI—XVIII centuries	Zeyva village
5832.	Gaput cemetery	XVI—XVII centuries	Galachig village
5833.	Cemetery	XVI—XVII centuries	Bizlan village
5834.*	Khiraki fortress walls	XVI—XVIII centuries	Sulut village
	<i>Gabala district</i>		
5857.	Big cemetery	XVIII—XX centuries	Gabala city
5858.	SHahidlar cemetery	son the Middle ages	20 km east from Chukhur Gabala village
5859.	Old cemetery	the Middle ages	Khazra village
5860.	Dashmir cemetery	son the Middle ages	3km east from Vandam village
5861.	Shahargah	the Middle ages	4km northern east from Vandam village
5862.	Gavur sandıq	the Middle ages	Vandam village
5863.	Old cemetery	son the Middle ages	Vandam village
5864.	Ulupir, Davudchokan and Uzunkhe graves	the Middle ages	northern east from Amirvan village, southern-east from Yengija village
5865.	Gavursandıg habitation	XIX century	3km northern east from Amirvan village
5866.	Mashanlı cave habitation	the Middle ages	southern-east from Bayramkokhalı village
5867.	Dashkasan habitation	the last Middle ages	Yengija village canub-sharqda
5868.	Palıdli goshun	The last Middle ages	1 km from Solquja village
5869.	Gavursandıg	the Middle ages	500 m from Kichik Pirali village
5870.	Shıkhbaba cemetery	XVI—XX centuries	Hamzali village
5871.	Agricultural field	the Middle ages	Southern-west of Tovla village
5872.	Komurdagh tomb	the Middle ages	On the top of Komurdagh mountain
	<i>Gobustan district</i>		
5873.	Shıkhbirgi habitation	the Middle ages	Poladlı village
5874.	Hajili habitation	the Middle ages	Poladlı village
5875.*	Pir khanagahı	the Middle ages	southern-east from Poladlı village
5876.	Old cemetery	the Middle ages	500m west from Takla village
5877.*	Shıkhzayirli cemetery	the Middle ages	Shıkhzayirli village
5878.	Old cemetery	the Middle ages	North of Sundu village
5879.	Guyulu caves (2)	the Middle ages	South of Sundu village, on Gahla mountain

5880.	Caves (8)	the Middle ages	South of Sundu village, on Gahla mountain
5881.	Gazanfar quyulu cave (2)	the Middle ages	Sundu village, south of Gazanfar mountain
5882.	Caves (4 pieces)	the Middle ages	8km south from Sundu village
5883.	Gadirtapa habitation	the Middle ages	20 km west from Sundu village
5884.*	Cemetery	The last Middle ages	Tasi village
	<i>Shamakhi district</i>		
5998.	Khınıslı habitation	the Middle ages	Khınıslı village
5999.	Kandyeri habitation	the Middle ages	Angakharan village
6000.	Khanyurdu habitation	the Middle ages	Angakharan village
6001.	Fortress	the Middle ages	Angakharan village
6002.*	Angakharan habitation	the Middle ages	Angakharan village
6003.*	Malikchobanlı shahidgah necropolis	the Middle ages	Malikchobanlı village
6004.*	Malikchobanlı habitation	the Middle ages	Malikchobanlı village
6005.*	Kulluja habitation	the Middle ages	Malikchobanlı village
6006.	Old cemetery	the Middle ages	Goylar village
6007.*	Pir bridge	the Middle ages	Goylar village
6008.*	Anov tomb	the Middle ages	Goylar village
6009.	Goylar habitation	the Middle ages	Daghgoylar village
6010.	Old cemetery	the Middle ages	Daghgoylar village
6011.	Old cemetery	the Middle ages	Cholgoylar village
6012.	Tapadibi habitation	the Middle ages	Cholgoylar village
6013.	Habitation	the Middle ages	Cholgoylar village
6014.	Sofu Sadiq habitation and water reservoir	the Middle ages	Cholgoylar village
6015.	Old cemetery	the Middle ages	Dadagunash village
6016.*	Agha-emi habitation	the Middle ages	Dadagunash village
6017.	Dedegunesh tomb	the Middle ages	Dadagunash village
6018.	Old cemetery	the Middle ages	Chukhuryurd village
6019.	Old cemetery	the Middle ages	Chukhuryurd village, the right bank of Pirsaat river
6020.	Maiden Tower (Keshmaddin)	the Middle ages	Galeybughurd village
6021.	Old cemetery	the Middle ages	Charkhan village
6022.	Old cemetery	the Middle ages	Damirchi village
6023.	Malham habitation	the Middle ages	Malham village
6024.	Sakhsıltakhta habitation	the Middle ages	Baghırlı village
6025.	Mahratapa habitation	the Middle ages	Dagh Baghırlı village
6026.	Galajıq habitation	the Middle ages	Qushchu village
6027.	Castle	the Middle ages	South-west from Cabanı village qarbda
6028.	Complex of graves	the Middle ages	Ovuculu village

**Decorative applied arts
(folk stone sculpture monuments)**

Inventory N: of monument	Name of monument	History	Location
	<i>İsmayıl district</i>		
6124.	Column with Arabic inscription	XIX century	Lahij settlement
6125.	Column with Arabic inscription	XIX century	Lahij settlement
6126.	Column with Arabic inscription	XIX century	Lahij settlement
6127.	Column with Arabic inscription	XIX century	Lahij settlement
6128.	Column with Arabic inscription	XIX century	Lahij settlement
6129.	Column with Arabic inscription	XIX century	Lahij settlement
6130.	Column	XIX century	Lahij settlement
6131.	Column	XIX century	Lahij settlement
	<i>Gabala district</i>		

6165.	Chest-shaped grave stone with Arabic inscription	XVI century	Hazra village
6166.	Chest-shaped grave stone with Arabic inscription	XVI century	Hazra village
6167.	Chest-shaped grave stone with Arabic inscription	XVI century	Hazra village
6168.	Chest-shaped grave stone	XVI century	Hazra village
	<i>Shamakhı district</i>		
6269.	Chest-shaped grave stone with Arabic inscription	XIV century	Kalakhana village
6270.	Chest-shaped grave stone with Arabic inscription	XIV century	Kalakhana village
6271.	Chest-shaped grave stone with Arabic inscription	XIV century	Kalakhana village
6272.	Chest-shaped grave stone with Arabic inscription	XIV century	Kalakhana village
6273.	Chest-shaped grave stone with Arabic inscription	XIV century	Kalakhana village
6274.	Chest-shaped grave stone with Arabic inscription	XIV century	Kalakhana village

Annex 2 - Outputs of enquiry on selected Culture Clubs of the Ismayilli Regional Culture and Tourism Department

1 - Gabala

Name of Club	Year of foundation	Population potentially served	Activities (1, 2, 3, 4, 5, 6, 7)	Cultural sectors (1-11)	Presence of major cultural asset in the area	Activities (A=Autonomous O= In collaboration B= both)	Number of events / Year	Structured staff (number)	Volunteer staff (number)	Under-35 staff (number)	Budget (AZN)	Provenience of funds (1-6)	Provided services	Cooperation level (1-4)	Territorial level of activities (1-4)	Served public per age (1-4)	Served pulic / Year	Most attended activities	Opening times (1-6)	Needs (1-7)
Amirvan village Folklore house	1968	1654	1,3,4,6,7	4,7,9,11	Yes	A	36	3	2	0		1.4	musical events, courses	2	3	2	816	Entertainment events	09.00-17.00	1,3,4,5,6
Bum town/settlement creativity house	1959	5639	1,3,4,6,7	4,7,9,11	Yes	A	42	6	4	0		1.4	Movie, mus.events, courses	2	3.4	2	11000	Entertainment events	09.00-17.00	3,4,5,6,7
Gabala district Culture Center	1956	13773	1,3,4,6,7	4,7,9,11	Yes	A	-	47	12	19		1,3,4	Movie, mus.events, courses	2	3.4	2	18000	Entertainment events	09.00-17.00	1,3,4,5,6,7
Hajialli village Foklore house	1967	1675	1,3,4,6,7	4,7,9,11	Yes	A	43	5	3	0		1.4	musical events, courses	1.2	2.3	2.3	3600	Entertainment events	09.00-17.00	1,3,4,5,6
Jighatelli village Folklore house	1968	671	1,3,4,6,7	4,7,9,11	Yes	A	38	5	4	0		1.4	Movie, mus.events courses	2	3.4	2	8100	Entertainment events	09.00-17.00	1,3,4,5,6
Savalan village Foklore house	1969	450	1,3,4,6,7	4,7,9,11	Yes	A	40	3	2	0		1.4	musical events, courses	2	3	2	520	Entertainment events	09.00-17.00	1,3,4,5,6
Yenikand village cultural studies	1969	2152	1,3,4,6,7	4,7,9,11	Yes	A	34	3	1	0		1.4	musical events, courses	2	3	2	781	Entertainment events	09.00-17.00	1,3,4,5,6

2 - Ismayilli

Name of Club	Year of foundation	Population potentially served	Activities (1, 2, 3, 4, 5, 6, 7)	Cultural sectors (1-11)	Presence of major cultural asset in the area	Activities (A= Autonomous O= In collaboration B= both)	Number of events / Year	Structured staff (number)	Volunteer staff (number)	Under-35 staff (number)	Budget (AZN)	Provenience of funds (1-6)	Provided services	Cooperation level (1-4)	Territorial level of activities (1-4)	Served public per age (1-4)	Served pulic / Year	Most attended activities	Opening times (1-6)	Needs (1-7)
Basgal settlement Creativity house	1975	1500	1,2,3	11	Yes	B	29	5	10	1	10200	1		1,2,3	1.2	3	4993	Novruz celebrations; 20th Jan. commemoration	5	5
Diyalli village Creativity house	1986	2200	1,2,3,4,6	11	No	B	28	5	10	2	9200	1		1.2	1.2	2.3	8765	Novruz celebrations; 20th Jan.,26th Feb. commemoration	5	5
Galagah village Creativity house	1970	790	1,3,4,6	11	No	B	34	3	10	0	9100	1		1.2	-	3	8195	Novruz celebrations; 20th Jan.,26th Feb.commemoration	5	5
Galajig village Craftsmanship club			2,3,4,6	11	No	B	37	2	5	1	9100	1		1,2,3	1.2	2.3	7140	Novruz celebrations; 20th Jan., 26th Feb. commemoration	5	5
Gubakhalilli village Creativity house	1953	2500	1,2,3,4,6	11	No	B	29	4	5	1	10200	1.5	Paid courses	1.2	1.2	2.3	10674	Novruz celebrations; 20th Jan.,26th Feb.commemoration	5	5
Ismayilli city Creativity club	1978	20000	1,2,4,6	11	No	B	26	3	5	1	9100	1		1.2	1.2	2.3	6079	Novruz celebrations; 20th Jan.,26th Feb.commemoration	5	5
Ismayilli district Cultural center	1975	85000	1,2,3,4,5,6	11	Yes	B	98	27	10	9	76800	1.5	Paid courses	1,2,3,4	-	2.3	64422	Novruz celebrations; 20th Jan., 26th Feb.commemoration	5	5
Kurdmashi village Creativity house	1982	4500	1,3,4,6	11	Yes	B	45	5	7	1	10200	1.5	Paid courses	1.2	1.2	2	7126	Novruz celebrations; 20th Jan.,26th Feb.commemoration	5	5
Lahij settlement Creativity house	1979	1500	1,2,3,4,5,6	11	Yes	B	29	5	6	0	10200	1		1,2,3,4	3	2.3	4993	Nat. celebrations; 20th Jan.,26th Feb.commemoration	5	5
Talistan village Creativity house	1958	2047	1,3,5,6	11	Yes	B	33	2	4	0	9100	1.5	Paid courses	1.2	1.2	3	7296	Novruz celebrations; 20th Jan.,26th Feb.commemoration	5	5

3 – Shamakhi

Name of Club	Year of foundation	Population potentially served	Activities (1, 2, 3, 4, 5, 6, 7)	Cultural sectors (1-11)	Presence of major cultural asset in the area	Activities (A= Autonomous O= In collaboration B= both)	Number of events / Year	Structured staff (number)	Volunteer staff (number)	Under-35 staff (number)	Budget (AZN)	Provenience of funds (1-6)	Provided services	Cooperation level (1-4)	Territorial level of activities (1-4)	Served public per age (1-4)	Served pulic /Year	Most attended activities	Opening times (1-6)	Needs (1-7)
Bagirli village Folklore house	1982	2285	3,4,6	7.11	No	A	93					1		1	3	1,2,3	4500	Concerts, performances	2	1,2,4
Chukhuryurd village Folklore house	1957	1032	3,4,6,7	4,7,11	No	A	93					1		1	3	1,2,3	4500	Concerts, performances	2	1,2,4
Goyler village Folklore house	1956	7528	3,4,6,7	7,9,11	No	A	112					1		1	3	1,2,3	7500	Concerts, performances	2	1,2,4
Karkanj village Craftsmanship house	1961	760	2,3,4,6,7	7,9,11	No	A	79					1		1	3	1,2,3	3000	Exhibitions and concerts	2	1,2,4
Madrasa village hist.-ethno studies club	1965	2229	4.6	7.11	No	A	72			1		1			3	1,2,3	3000	Concerts, performances	2	1,2,4
Malham village craftsmanship club	1967	1368	3,6,7	7,8,9,11	No	A	76			1		1		1	3	1,2,3	3600	Concerts and exhibitions	2	1.4
Marzandiyya village Folklore club	1964	1172	2,3,4,6	7.11	No	A	79					1		1	3	1,2,3	3000	Concerts, performances	2	1.4
Mughanli village Folklore club	1973	1227	3,4,6	7.11	No	A	85					1		1	3	1,2,3	2975		2	1.4
Nagharakhana village Folklore house	1959	751	3,4,6	7.11	No	A	82					1		1	3	1,2,3	4000	Concerts, performances	2	1.4
Shamakhi district cultural center A.Khagani	1973	38817	2(<15),3,4,6,7	4,7,9,11	No	A	142	2	0	1		1		2	2	1,2,3	20000	Concerts, performances	2	3.6
Shirvan village Folklore club	1968	431	3,4,6	4,7,11	No	A	63					1		1	3	1,2,3	4000	Concerts,performances,movies	2	1,2,4

4 – Agsu

Name of Club	Year of foundation	Population potentially served	Activities (1, 2, 3, 4, 5, 6, 7)	Cultural sectors (1-11)	Presence of major cultural asset in the area	Activities (A=Autonomous O= In collaboration B= both)	Number of events / Year	Structured staff (number)	Volunteer staff (number)	Under-35 staff (number)	Budget (AZN)	Provenience of funds (1-6)	Provided services	Cooperation level (1- 4)	Territorial level of activities (1- 4)	Served public per age (1-4)	Served pulic /Year	Most attended activities	Opening times (1-6)	Needs (1-7)
Agsu district Culture Center	1963	21982	1,3,4,6	7.11	Yes	B	40	15	0	6	226.224 manat	1.5			2	1,2,3	6000	Events/concerts for holidays or special days, poetry meetings	9:00-18:00	2,6,7 (The
Arabushagi village cultural club	1975	1971	1.6	7.11	Yes	B	15	3	0	0		1			village	1,2,3	1000	Events/concerts dedicated to holidays or special days	9:00-18:00	2
Bijo village Craftsmanship house	1985	1967	1,3,6	7.11	No	B	15	5	0	0		1			village	1,2,3	1300	Events/concerts dedicated to holidays or special days	9:00-18:00	2
Bozavand village hist.-ethno studies club	1986	1216	1.6	7.11	No	B	12	3	0	1		1			village	1,2,3	1000	Events/concerts dedicated to holidays or special days	9:00-18:00	2
Garagoyunlu village historical-ethno studies club	1972	1597	1.6	7.11	Yes	A	12	5	0	1		1			village	1,2,3	1000	Events/concerts dedicated to holidays or special days	9:00-18:00	2
Goydallakli village cultural club	1974	671	1.6	7.11	No	B	12	3	0	0		1			village	1,2,3	1000	Events/concerts for holidays or special days, amateur drama group	9:00-18:00	2
Kalva village cultural house	1963	2163	1.6	7.11	No	A	10	5	0	0		1			village	1,2,3	900	Events/concerts dedicated to holidays or special days	9:00-18:00	2
Padar historico-ethno studies club	1960	1839	1.6	7.11	Yes	B	18	5	0	1		1			village	1,2,3	1400	Events/concerts dedicated to holidays or special days	9:00-18:00	2
Rahimli village cultural club	895	1.6	7.11	No	B	10	3	0	1		1			village	1,2,3	1000	Events/concerts dedicated to holidays or special days	9:00-18:00	2
Yenilik village Craftsmanship club	1978	330	1.6	7.11	No	B	15	3	0	1		1			village	1,2,3	1200	Events/concerts for holidays or special days, drama courses		

5 - Gobustan

Name of Club	Year of foundation	Population potentially served	Activities (1, 2, 3, 4, 5, 6, 7)	Cultural sectors (1-11)	Presence of major cultural asset in the area	Activities (A=Autonomous O= In collaboration B= both)	Number of events / Year	Structured staff (number)	Volunteer staff (number)	Under-35 staff (number)	Budget (AZN)	Provenience of funds (1-6)	Provided services	Cooperation level (1-4)	Territorial level of activities (1-4)	Served public per age (1-4)	Served pulic / Year	Most attended activities	Opening times (1-6)	Needs (1-7)
Gobustan city culture house		9300	2,3,6	4,7	Yes	B	44	4	0	0	7764	1		1,2,3	1,2,3	1.2	4746	District level events	2	1,2,5
Gobustan district Cultural center		9300	1,2(< 15),4	4,7	Yes	B	65	5	0	4	9492	1		1.2	1	1.2	7300	Celebrations, children events	2	1.6
Gurbanchi village craftsman's club		915	1	7	No	A	30	2	0	1	3972	1		1.2	2	2	816	Holiday celebrations	2	1,2,5
Hilmilli village culture house		2020	2(<15),3,6	9	No	B	35	4	0	1	7764	1		1,2,3	2.3	1.2	2800	Holiday celebrations	2	1,2,3,5
Sundu village folklore house		3081	4	7, 10	No	A	42	4	0	2	7764	1		1,2,3	1.2	1.2	2715		2	1,2,3,5

Annex 3 - Ismayilli Regional Culture and Tourism Department cultural resources summary tables

1 - Gabala

GABALA DISTRICT RESOURCES												
	Location	Natural Heritage		Tangible Cultural Heritage		Intangible Cultural Heritage			Museum/ Library/ Theater	Food and wine	Events/ festival	Culture club
		Protected area	Natural site/ landscape	Archaeol. site	Historic monument and urban landscape	Oral Tradition	Performing Arts	Traditional Handicraft				
District General Resource	Gabala District	Shahdag National Park				Novruz Bayrami celebration	Art of Azerbaijani Asiq	Art of carpet weaving		Lavash (flatbread) making and sharing culture	Tour d'Azerbaijan (4th stage)	
		Gabala Nature Sanctuary					Azerbaijani Mugham			Murabba (jam/ fruit preserve)		
		Turian-Chay State Reserve										
Local Resource	Gabala city		Nohur lake						History and Ethnographic Museum		Gabala International Music Festival	Qabala District Cultural Center
									House Museum Of Ismayil Gutgashinli		International Murabba Festival	
									Gabala District Heydar Aliyev Center			

								Gabala State Art Gallery			
								Gabala Archaeological Center			
								Gabala Central Library			
								1 Folk Theater			
	Chukhur Gabala village			Gabala Historical Cultural Reserve (Gabala, Salbir, Gala)							
				Kamaltapa							
	Vanda village		Yeddi Gozal ("Seven Beauties") waterfall								
	Hamza village				Ancient cemetery (Sheikh Badraddin, Sheik Mansur and Sheikh Mohammad)						
	Nij village WP				Albanian-Udi Churches (Jotari Church of St. Eliseus, Gyoy and Bulun)	Traditions, language, material and spiritual culture of Udi's ethnic group					
					Nij Castle						

	Hajialli village			Barrow (5 km North-west of the village)								Hajialli Creativity House
				Kilsadagh temple (North-east of the village)								
	Nijabdally village			Yalovlutapa cemetery								
	Savalan village			Gachag houses						Savalan Aspi Winery		Savalan Folklore Club
				Kolatan (5 km southward from, Savalan mountain)								
				Bulagli valley habitation (2 km north-east from the village)								
				Garaul tepe (south of Savalan mountain)								
	Dizakhli village			Pirasharif castle								
				Soil barrow (500 km north-east of the village)								
				Stone barrow (North of the village)								
				Castle								

	Vandam village			Dashmir habitation (5 km north of the village, between Kechaltapa and Jindagh mountains)								
				Yaloylutapa necropolis (southward of the village)								
	Bum village			Gavur Castle								Bum Creativity House
				Akhitapa settlement (west foot of Gunadagh mountain, 500 m north-east from the village)								
	Shafilili village			Necropolis								
				Dakhaltapa (1 km south of the village)								
				Soil barrow (1km south of the village)								
				Tomb (1 km south of the village)								

	Amirvan village			Habitation and Cemetery (in the farm territory)								
				The ruins of Baylar village (between Amirvan and Yenija village)								
	Boyuk Amili village			The ruins of Round Church (3 km north-west from the village)								
				Soil barrow (east of the village)								
	Bayramkokhali village			Seven hills (Yedditəpə) habitation (3 km north of the village)								
				Ustajan castle								
				Ustajan hill (10 km south-east of the village, between Goychay and Yeleyan hills)								

				Khirmantapa habitation (eastward from Bayramkokhali village, west part of Goychay valley)								
				Khazra wooden shrine (3 km northeast of the village)								
	Sileyli village			Kalash castle (southward of the village)								
				Bujag location								
				Stone barrow								
	Kamarvan village			Galadam (4 km north of the village, on the top of the mountain)								
	Between Turyanchay and Goychay valleys, on the top of Surkhaykhan mountain			Surkhai castle								

	Between Turyanchay and Goychay valleys, on the top of Surkhaykhan mountain, in Shihitapa territory			Shihitapa habitation								
	On the junction of Garachay and Turyanchay rivers			Gachag house								
	Yengija village			Chakhchakhli habitation (1 km south-west of the village)								
	Zalam village			Bayramkokha castle (east to the village)								
				Gizlar (maids) castle (3 km east of the village)								

Mammadaghali village			Kharabakand location (2 km southwest of the village)								
Kurd village			Castle (3 km south-west of the village)								
			Aghjaburun habitation(3 km south-west of the village)								
Yenikand village			Amphora burials necropolis (near the village, on the west of Garachay river)								Yenikend Ethnographic Club
Kichik Pirali village			Seyidatala habitation (5 km south from the village and 4 km from Gabala shahargah)								
Kichik Pirali village			Gafarli habitation (3 km south from the village, in Gafarli territory)								

Sarihajili village			Garatapa (1 km south-east from the village)								
Tovla village			Kabir mikh habitation (2 km north-east from)								
			Torpagtapa habitation (500 m south from)								
			Ancient Gabala city temple area (3 km south of the village)								
Amirvan village											Amirvan Folklore Club
Jighatelli village											Jighatelli Folklore House
Azakhli village			Azakhli barrow								



2 - Ismayilli

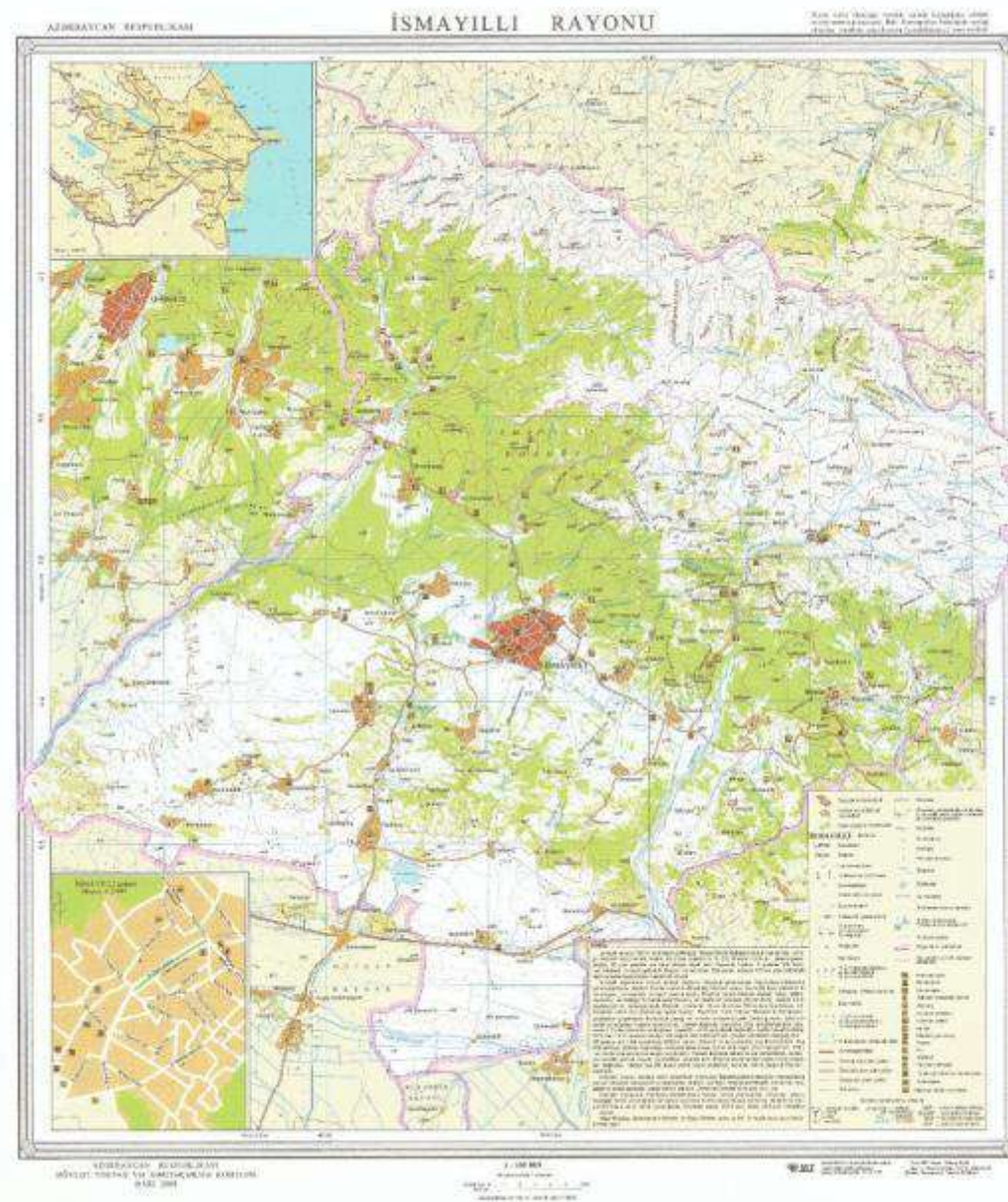
ISMAILLY DISTRICT RESOURCES												
	Location	Natural Heritage		Tangible Cultural Heritage		Intangible Cultural Heritage			Museum/ Library/ Theater	Food and wine	Events/ festival	Culture club
		Protected area	Natural site/ landscape	Archaeol. site	Historic monument and urban landscape	Oral Tradition	Performing Arts	Traditional Handicraft				
District General Resource	Ismaylli District	Shahdag National Park	Garanhour lake (path from Talistan village)			Novruz Bayrami celebration	Art of Azerbaijani Asiq	Art of carpet weaving		Honey made by the bees of the local variety <i>Apis mellifera caucasica</i> Pollmann		
		Ismaylli State Reserve	Babadag mountain							Mazoni (fermented milk) and related butter and cheeses (Shor, Pendir)		
Local Resource	Ismaylly city								Ismaylli History and Ethnography Museum			Ismaylli District Cultural Centre
									Ismaylli District Heydar Aliyev Center			Ismaylly Creativity Club
									Ismaylly State Art Gallery			
									Ismaylly Central Library			

								2 Folk Theaters			
Lahic village				Lahij State Historical and Cultural Reserve	Tat language		Copper craftsmanship of Lahij	Lahic History and Ethnographic Museum			Lahic Craftsmanship Evi
Basgal village				Basgal State Historical and Cultural Reserve			Art and symbolism of Kelaghayi, making and wearing women's silk headscarves	Basgal Silk Museum			Basgal Creativity House
				Khan village habitation (south-east of the village)							
Between Lahij and Basgal villages				Niyal castle							
Khanagh village				Maiden tower (inside Shadag National Park)							
Castlegah village			Necropolis								
			Settlement								
				Winter camp habitation							
Galagah village				Galagah shahargah							Galagah Village Creativity House
Mollaisagli village				Old cemetery							

				Habitation							
				Shikdara kalla abitation							
				Bozavand necropolis (East bank of Goychai river)							
Ganja village				Old cemetery							
Zarnava village				Old cemetery							
Hajihatamli village				Old cemetery					Shato Monolit Ismayilli winery		
				Habitation and necropolis							
				Habitation (south of the village)							
Zargarani village				Shamdlan habitation							
Shabiyani village				Amphora burials necropolis							
Gurduvani village				Belbakhcha habitation							
Talistan village				Habitation	Javanshir Castle						Talistan Creativity House
Tirjani village				Soghanlig necropolis (south of the village)							
Vang village				Shekili necropolis							

Galajig village				Habitation (north of the village)							Galajik Craftsmanship Club
				Gasimkhan Castle							
Pirabilgasim village				Necropolis							
Ashigbayramli village				Amphora burials necropolis							
Guyum village				Big Cemetery							
Topchu village				Khapaya castle (north of the village)							
Gubakhalilli village				Necropolis							
Kanza village				Kanza habitation							
Gandov village				Gandov necropolis (right bank of Girdiman river)							
Diyalli village											Diyalli Creativity House
Kurdmashi village											Kurdmashi Creativity House
Qubakhalilli village											Qubakhalilli Creativity House
Sulut village				Sulut habitation							
Galfaraj village				Galfaraj habitation							

	Ivanovka village					Russian ethnic-religious community of Molokans					Home-made wine		
	Gamarvan village		Gamarvan mineral spring (north east of the village))										
	Yengija village		Yengija Mineral spring (north-east of the village)										
	Laza village		Mijikh waterfall (7 km north-east of the village, left bank of the Damiraparan river)										



3 - Shamakhi

SHAMAKI DISTRICT RESOURCES												
	Location	Natural Heritage		Tangible Cultural Heritage		Intangible Cultural Heritage			Museum/ Library/ Theater	Food and wine	Events/ festival	Culture club
		Protected area	Natural site/ landscape	Archaeol. site	Historic monument and urban landscape	Oral Tradition	Performing Arts	Traditional Handicraft				
District General Resource	Shamakhi District	Shahdag National Park				Novruz Bayrami celebration	Art of Azerbaijani Asiq	Art of carpet weaving		Mazoni (fermented milk) and related butter and cheeses (Shar, Pendir and Kyryt)		
		Pirgulu State Reserve					Azerbaijani Mugham			Madrassa/ Matrassa pink grape variety (indigenous to the village)		
Local Resource	Shamakhi city			Ancient Shamaky city?	Galeyi Baygurt				Museum Of History and Ethnography			Shamakhi District Cultural Center
					Juma Mosque				Shamakhi District Heydar Aliyev Centre			
					Shakhandan Mausoleum				Sabir House Museum			
									Shamakhi State Art Gallery			
									Shamakhi Central Library			

									1 Folk Theater			
	Boyuk Khinisli				Gulustan fortress							
	Shahriyar village				Yeddi Gumbaz (Seven Cupolas) Mausoleum							
	Pirgulu village				Nasir al-Din al-Tusi Shamakhi Astrophysical Observatory							
	Nagharakhana village											Nagharakhana Folklore House
	Khinisli village			Khinisli cemetery								
	Jarhan village			Habitation (North of the village)								
	Goylar Dagħ village			Goyler Mosque								Goylar Dagħ Folklore House
				Pir Mardakan tomb								
				Galajig habitation (wine production)								
	Dagħgoylar village			Amphora burials necropolis								
	Cholgoylar village			Shahargah								
				Shahargah's cemetery								

				Sakhsili takhta habitation								
				Pirabaghdad necropolis								
	Chayli village			Saritapa barrow								
	Chukhuryurd village		Chukhuryurd lake	Two brothers barrow		Russian ethnic- religious community of Molokans						Chukhuyurt Folklore House
				Barrows complex								
				Necropolis								
				Chukhuryurd habitation								
	Gunashli village			Cemetery								
	Baghirli village			Shahargah Necropolis								Bagirli Folklore House
	Dagh Baghirli village			Gunashli habitation								
	Gushchu village			Gushchu cemetery								
	Karkanj village											Karkanj Craftmanship House
	Marzandiyya village											Marzandiyya Folklore Club
	Mughanli village											Mughanli Folklore Club
	Shirvan village											Shirvan Folklore Club
	Malham village					Tat language						Malham Craftmanship Club

4 - Agsu

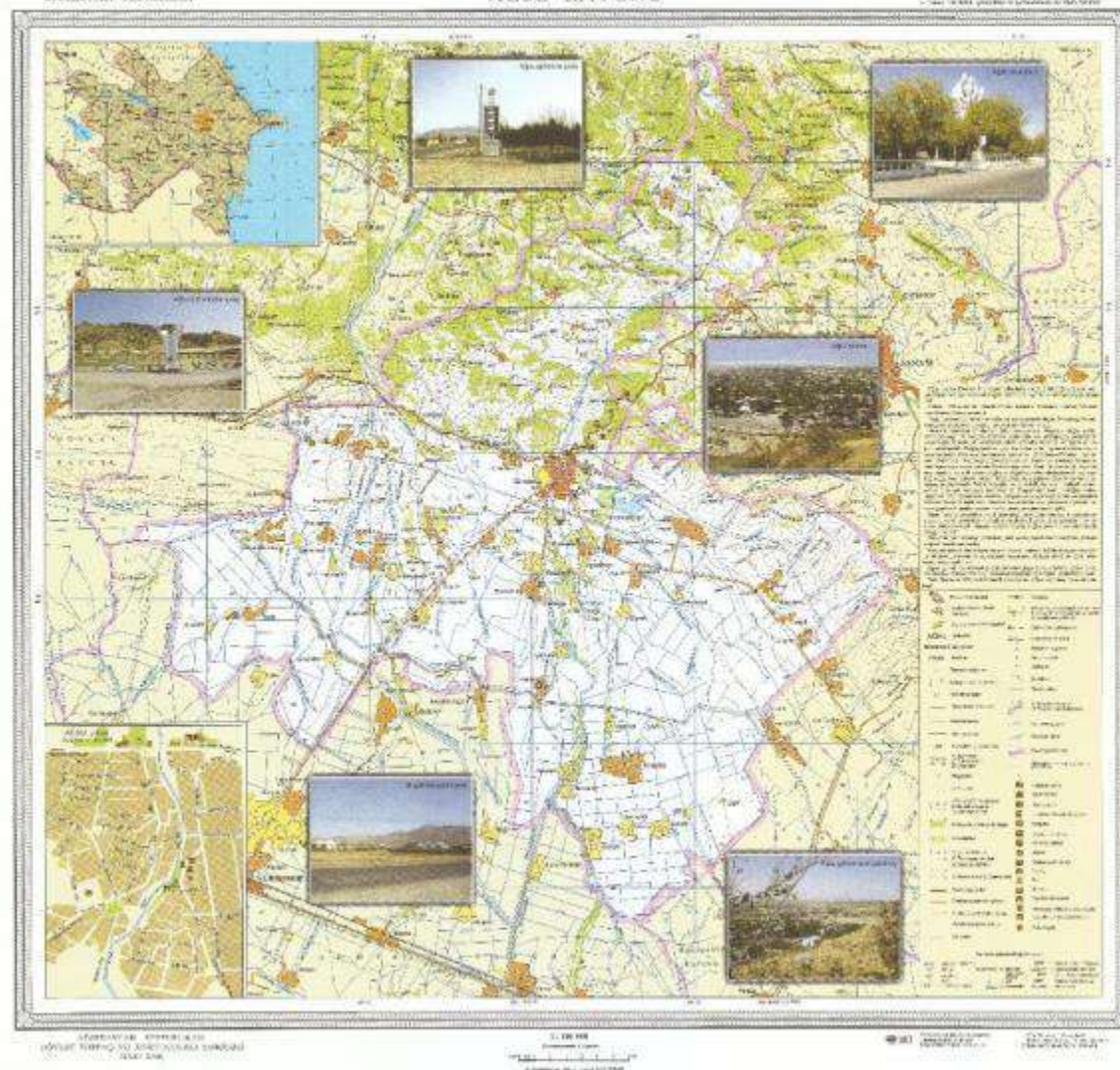
AGSU DISTRICT RESOURCES												
	Location	Natural Heritage		Tangible Cultural Heritage		Intangible Cultural Heritage			Museum/ Library/ Theater	Food and wine	Events/ festival	Culture club
		Protected area	Natural site/ landscape	Archaeol. site	Historic monument and urban landscape	Oral Tradition	Performing Arts	Traditional Handicraft				
District General Resource						Novruz bayrami celebration	Art of Azerbaijani Asiq	Art of carpet weaving				
							Azerbaijani Mugham					
Local Resource	Agsu city			Javanshir ancient settlement (3 km eastward from the city)	Sheykh Dursun tomb				History and Ethnographic Museum		Day of Archaeology	Agsu Cultural Center
				Yeni Shamakhi relics (3 km eastward from the city)					Agsu District Heydar Aliyev Center			
									Agsu Central Library			
	Ulguj village			Ancient city of Agsu remains (Medieval Agsu archaeological complex)								
	Qaraqoyunlu village											Qaraqoyunlu Historical-Ethnographic Club

Bozavand village											Bozavand historical-Etnographic Stoudies House
Rahimli village											Rahimli Club
Kalva village											Kalva Culture House
Gagali Village										International Terekeme Charshanba Folk Festival	
Dilman village		Dilman waterfall									
Nuydu village			Ancient cemetery, temple and habitations								
Yenilik village											Yenilik Craftmanship House
Bijo village											Bijo Craftmanship House
Goydallakli village											Goydallakli Club
Girlar village			Girlartapa settlement								
			Ancient cemetery								
Ulguj village			Ancient city remains (XVI-XVIII cent.) (Medieval Agsu archaeological complex)								

	Arabushaghi village			Khanyurdu barrow								Arabushaghi Club
	Nuran village			Garachibulag settlement (eastward from the village)								
				Garachukha necropolis (eastward from the village)								
	Padar village			Khazina Mountain								Padar Historical-Ethnographic Studies House
	Khasindara village			Necropolis								

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5 - Gobustan

GOBUSTAN DISTRICT RESOURCES												
	Location	Natural Heritage		Tangible Cultural Heritage		Intangible Cultural Heritage			Museum	Food and wine	Events/ festival	Culture club
		Protected area	Natural site/ landscape	Archaeol. site	Historic monument and urban landscape	Oral Tradition	Performing Arts	Traditional Handicraft				
District General	Gobustan District					Novruz Bayrami celebration	Art of Azerbaijani Asiq	Art of carpet weaving				
							Azerbaijani Mugham					
Local Resource	Gobustan city			Gobustan habitation (North of the city)	Diri Baba Mausoleum				Gobustan Heydar Aliyev Center			Gobustan District Cultural Center
									Gobustan Central Library			Gobustan Culture House
	Poladli village			Kolani habitation								
				Sharar necropolis								
	Bekle village			Amphora burials necropolis								
	Chalov village			Cemetery								
				Chalov habitation								
	Jayirli village			Jayirli habitation								
	Shikhzayirli village			Shikhzayirli barrow								

	Sundu village			Gadirtapa barrow (2 km north-west from the village)	Aghlayan fortress (South of the village)							Sundu Culture House
				Kurlar settlement								
	Chiragli village			Chakhna necropolis								
				Habitation								
				Necropolis								
	Golani village			Kolani habitation								
	Golani village			Galajig fortification								
	Jamjamli village			Habitation								
	Khilmilli village					Russian ethnic-religious community of Molokans						Khilmilli Culture House
	Gurbanchi village											Gurbanchi Club

